

LIFE



HENRY CABOT LODGE
AND HIS WIFE, EMILY


OCTOBER 17, 1960

Announcing Chrysler Corporation's low-price compact for 1961!

VALIANT...
THE
COMPACT
THAT
COULDN'T
BE TOPPED
IN '60...
TOPS ITSELF
FOR '61



This beautiful '61 Valiant 2-door Hardtop has you in mind!

 The King of the Compacts has done it again! The one new compact that doesn't beg or borrow from anybody is *priced with the lowest* for '61. Valiant gives you all of Chrysler Corporation's exclusives. Like Torsion-Aire Ride. Paves the roughest roads around. Plus tight, quiet Unibody construction. And remember, Valiant is a *low-priced* compact. So come see for yourself how '61 Valiant's value really stands out from this year's compact crowd.

Looks and drives like twice the price

61 Valiant!

AT YOUR PLYMOUTH-VALIANT DEALER'S NOW

the newest SOUNDS



MATHIS ON BROADWAY

Johnny Mathis explores the starlit world of Broadway's rhythms and ballads in a handsome two-record set...then spotlights a dozen songs and moods, warming each one to a gentle glow.

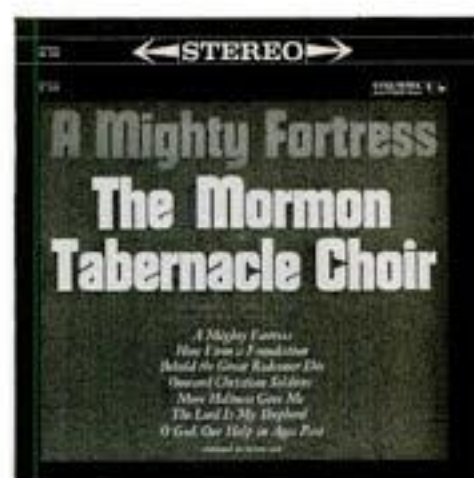
The Rhythms and Ballads of Broadway/ Mathis/CL 17/CS 803

Johnny's Mood/Mathis/CL 1526/CS 8326

PERCY FAITH MONTH

October is a fine month for listening to Percy Faith, master of the full-bodied orchestral sound, inventor of new surprises for standards like "Jealousy" or come-lately classics like "Theme from a Summer Place."

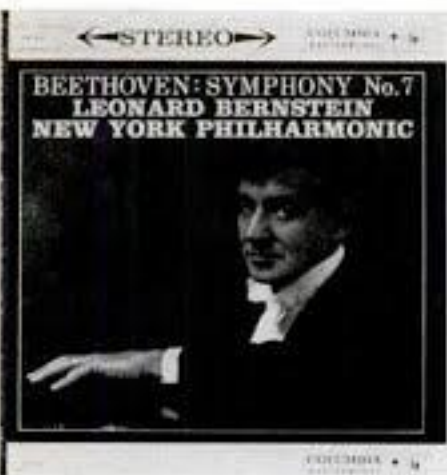
Jealousy/Faith/CL 1501/CS 8292



THE SOUND OF DEVOTION

The Mormon Tabernacle Choir—350 voices soaring as one—proclaims its faith in "A Mighty Fortress."

A Mighty Fortress/Mormon Choir, Condie/ML 5497/MS 6162



BERNSTEIN'S BEETHOVEN

Leonard Bernstein conducts the New York Philharmonic in Beethoven's Seventh Symphony...the first in a Bernstein-Beethoven series, vigorous and heroic.

Beethoven: Sym. No. 7/Bernstein/ML 5438/MS 6112



MEMORIES ARE MADE OF SONGS

Mitch Miller is the ringleader of a hugely popular new national sport—Sing Along with Mitch. This musical memoir comes complete with printed lyrics for Singers-Along.

Memories Sing Along with Mitch/Mitch Miller and the gang/CL 1542/CS 8342



CONNIFF GOES LATIN

Conductor Ray Conniff delivers his latest contagious message with a Latin accent. (Note for the stereo-minded: the crisp Conniff sound can be seen and heard in the making during Ray's current nationwide tour with a "Concert in Rhythm" program)

Say It with Music/Conniff/CL 1490/CS 8282

PUCCINI AND THE BLUES

Grand Opera's Eileen Farrell is a heart-breaking "Madame Butterfly" or "Tosca," but the vocal surprise of the year is her newest role as the heroine of the blues. She lights a tender torch in "I've Got a Right to Sing the Blues."

Puccini Arias/Eileen Farrell/ML 5483/MS 6150 "An Eileen Farrell Song Recital"/ML 5484/MS 6151

I've Got a Right to Sing the Blues/Farrell/CL 1465/CS 8256



PREVIN, KOSTELANETZ & GERSHWIN

Pianist Andre Previn is the fleet-fingered soloist in Gershwin's *Rhapsody in Blue*. Conductor Andre Kostelanetz is the deft collaborator.

Gershwin: Concerto in F/Kostelanetz/CL 1495/CS 8286



THE LUSTY 13TH

Eugene Ormandy stirs The Philadelphia Orchestra and vast vocal forces into a fever of excitement with "Carmina Burana," a rousing modern setting of lusty 13th century Latin verses.

Carl Orff: Carmina Burana/Phil.Orch., Ormandy/ML 5498/MS 6163

BERNSTEIN PLAYS BRUBECK PLAYS BERNSTEIN

Dave Brubeck's Jazz Quartet carries on a spirited dialog with Leonard Bernstein and the New York Philharmonic—the music is by another Brubeck, brother Howard. The companion pieces are Bernstein, played by the Brubeck team.

Bernstein Plays Brubeck Plays Bernstein/CL 1466/CS 8257



© Columbia Records Inc. Printed in U.S.A.

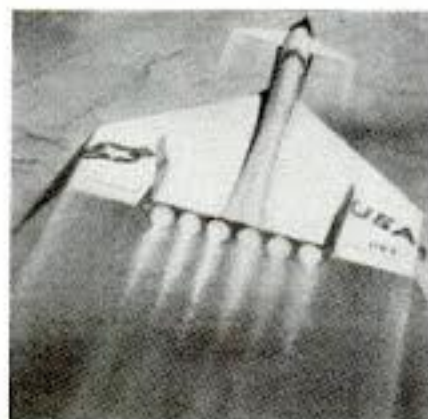
33 singles: A happy new note. Many of your favorite singers and their songs are now available too on neat 7-inch single records at your favorite speed—33.

always YOURS on COLUMBIA ® RECORDS

This One



WB06-A63-A6NW



B-70: A FANTASTIC FLIGHT



LODGES: A FAMILIAR FAMILY

FANTASTIC—FAMILIAR A LIVELY MIXTURE



COURIER



CAPITOL MODEL



WILMA



NAVY CORPSMAN



OPTIC FIBERS



MRS. DODD

Going through the stories in this week's issue is like looking at the world through binoculars. The far-off view shows some fantastic goings on, such as the new U.S. bomber on pages 124-133 that will fly faster than the earth turns. A switch from this dizzying prospect to the intimate view reveals the familiar things—mostly people. Our story on the Henry Cabot Lodges, shown on the cover and pages 105-109, is a private view of a public person.

Our lead story (pp. 28-39) is a fusion of the fantastic and familiar. The national economy, which we analyze as a measure of the nation's vitality and as a major campaign issue, is a conglomeration of superhighways, sprouting suburbs and a new satellite that will send a TV picture around the globe. But it all boils down to one familiar item—your pocketbook.

The contrast of these kinds of extremes proceeds throughout the issue. We make use of the U.S. Capitol to show off the latest elegant fashions (pp. 84-91). For good measure we enlist as models the handsome wives and kin of Washington political figures.

There is warm emotion in the Cinderella stories of two girls who made good far from home. Carol Lawrence comes back to Melrose Park trailing clouds of glory from Broadway and TV (pp. 73-76). Wilma Rudolph returns home to Clarksville sporting three Olympic gold medals—and breaking the segregation barrier (pp. 110-114). In Tallahassee, Darby Collins, the 10-year-old daughter of Florida's governor, has her day as a member of her sister's wedding.

A story on pages 65-68 of two men cramped for 36 hours in a tiny submarine escape chamber tells how courage and ingenuity helped a Navy medical corpsman save a comrade's life. Scientists have come up with a device that can see around corners (pp. 51-52B) and, by subtly probing into dark places like an auto engine's innards, will make a lot of everyday jobs easier. But even this marvel couldn't have helped Mrs. Bobby Dodd (pp. 119-123) see her way out of the family pickle that football got her into.

COVER

Out on their highly successful campaign tours, Henry Cabot Lodge and his wife Emily pause briefly in the patio of Los Angeles' Ambassador Hotel (see pp. 105-109)

THE WEEK'S EVENTS

The hot issue of America's vitality: the '61 autos spiral in to give the nation a lift as the U.S. measures its economy and the presidential candidates argue over it 28
A Look at the World's Week 45
 "I can say that I could do with a little serenity": Lawyer Joseph Welch dies at 69 97
 Wilma's home town win: Returning Negro Olympic star gets a rousing—and integrated—celebration 110

EDITORIAL

A President for the '60s 40

PHOTOGRAPHIC ESSAYS

A Capitol background for style and beauty: lawmakers' wives and kin model most elegant U.S. designs. Photographed for LIFE by Francesco Scavullo 84
 Politician off duty: Lodge's campaign success interrupts a cherished family life. Photographed for LIFE by Burt Glinn 105

ARTICLES

Underwater vigil for a diver's life: for 36 hours a Navy technician fights to save a frogman. By Davis Thomas 65
 The furor over a fantastic plane: the big B-70 bomber will fly too fast to be caught, too high to be hit—but its critics almost downed it. By Ed Rees 124

SCIENCE

New way to see around curves: "fiber optics" launch a promising new industry 51

ART

Museum for an anti-museum man: memorial on French Riviera honors Fernand Léger 57

TELEVISION

Couple of agile codgers: Charlie Ruggles and Walter Brennan join Debbie Reynolds in a TV dance 61
 The second Nixon-Kennedy debate starts with another fuss over lights 117

THEATER

No. 1 student, now No. 1 grad: Carol Lawrence, after Broadway success, has a heartfelt homecoming at her old high school 73

SEQUEL

Smiles warm a tragic site—but some scars remain—where 92 Chicago school children died in fire 81

ANIMALS

Two coddled gorillas: baby apes get a germ-free house and a human playmate in Milwaukee Zoo 92A

SPORTS

A double World Series report by two insiders: "The agony of a 'laugh'": Jim Brosnan tells what happens when a parade of Pirate pitchers can't put the fires out. "Advice to Mickey": Ted Williams tells why the Yanks' switch-hitter does better righty 98
 The sight a mother could not watch: her husband's football team was playing her son's 119

PARTY

Darby's day at sister's wedding: Governor Collins' 10-year-old daughter charms guests as junior maid of honor 135

OTHER DEPARTMENTS

Speaking of Pictures: colossal tangle in a tank 16
 Letters to the Editors 20

© 1960 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

Following list shows sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

COVER—JOHN BRYSON
 2—DRAWING BY MEL HUNTER—BURT GLINN FROM MAGNUM—U.S. ARMY—FRANCESCO SCAVULLO—GEORGE SILK—GREY VILLET—FRITZ GORD—DON CRAVENS
 16, 17—L.T. M.G.M. ST. J. R. EYERMAN
 20—OWEN JOHNSTON
 28, 29—JOE CLARK
 30, 31—FRANCIS MILLER—ED BAILEY
 32, 33—BILL RAY—WERNER WOLFF FROM B.S. CHARTS BY AL KETCHUM
 34—U.S. ARMY
 35—A. Y. OWEN
 36, 37—FRITZ GORD, CARL IWASAKI, ALBERT FENN, STAN WAYMAN—ARTHUR RICKERBY FROM PIX, JOHN ZIMMERMAN, BILL BRIDGES, BILL RAY
 38, 39—WALTER SANDERS
 40—BILL RAY
 46, 47—MYRON A. WILLIAMS JR.—NORMAN GURBUTT FOR THE BOSTON HERALD, TED POLUMBAUM, THOMAS N. BETHELL
 48—L.T. PARIS-WATCH—JOHN SADOVY, ST. SONNY BRODIN
 51, 52, 52B—FRITZ GORD
 57—JACQUES MER—LEGER MUSEUM
 61—ALLAN GRANT
 65—ILLUSTRATION BY ARTHUR SHILSTONE
 66—GREY VILLET
 68—HARRY REDL
 73, 74, 75—DON CRAVENS
 81—ALBERT FENN—FRANCIS MILLER
 82—FRANCIS MILLER
 82A, 82B—STAN WAYMAN
 87—YALE JOEL
 92, 92A—ARTHUR RICKERBY FROM PIX, NY PESKIN, ARTHUR RICKERBY FROM PIX
 100—ARTHUR RICKERBY FROM PIX
 105 PICTURE—BURT GLINN FROM MAGNUM
 117—EDWARD CLARK
 119—DON CRAVENS
 120—LYNN PELHAM FROM B.G. DON CRAVENS—DON CRAVENS
 123—DON CRAVENS—LYNN PELHAM FROM B.G. DON CRAVENS
 124, 125—DRAWING BY MEL HUNTER, NORTH AMERICAN AVIATION, INC.
 126, 127—DENIS CAMERON
 128, 129—NORTH AMERICAN AVIATION, INC.
 130—WALTER BENNETT FOR TIME, U.P.I.
 131—NORTH AMERICAN AVIATION, INC.
 132, 133, 133B—DON UHRBROCK

ABBREVIATIONS: L.T., LEFT; R.T., RIGHT; B.S., BLACK STAR; B.G., RAPHO-GUILLOMETTE; U.P.I., UNITED PRESS INTERNATIONAL; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.



Mobil...the '61 New Car Gasoline Developed with Detroit's Engineers

MADE FOR NEW CARS...BEST FOR ALL CARS

To get the most from your car—whether it's brand-new or late model—you need a gasoline designed to new car standards. That's why Mobil engineers in co-operation with Detroit's automotive engineers developed *The New Car Gasoline*. That's why Mobil is tested in the newest cars at Detroit's famous Proving Grounds. Proved for outstanding mileage, instant starts, smoother knock-free power.

Mobilgas Special—a must for high powered, high compression engines, it provides smoother knock-free power for any make of car.

Mobilgas Regular—can set a new high in miles per dollar for cars that perform efficiently on a regular fuel.

Get the gasoline that's designed for new cars... best for all cars... right for *your* car! You're miles ahead with Mobil—*The New Car Gasoline!*



PROVED AT DETROIT'S PROVING GROUNDS

Copyrighted material

Only Electricity Provides Flameless Clothes Drying

One thing most women seem to sense instantly is that flameless electric clothes drying is so safe for the whole family. Women know, too, how clean and modern it is. And may we remind you that no fumes cling to clothing dried with electricity. We truly believe that once you install a flameless electric clothes dryer in your home you'll feel both proud and practical. So see your electric appliance dealer today.

YOU LIVE BETTER ELECTRICALLY

*This Medallion on a house
identifies it as a home equipped
for modern electric living*
Sponsored by Edison Electric Institute



Flameless electric clothes drying is so safe



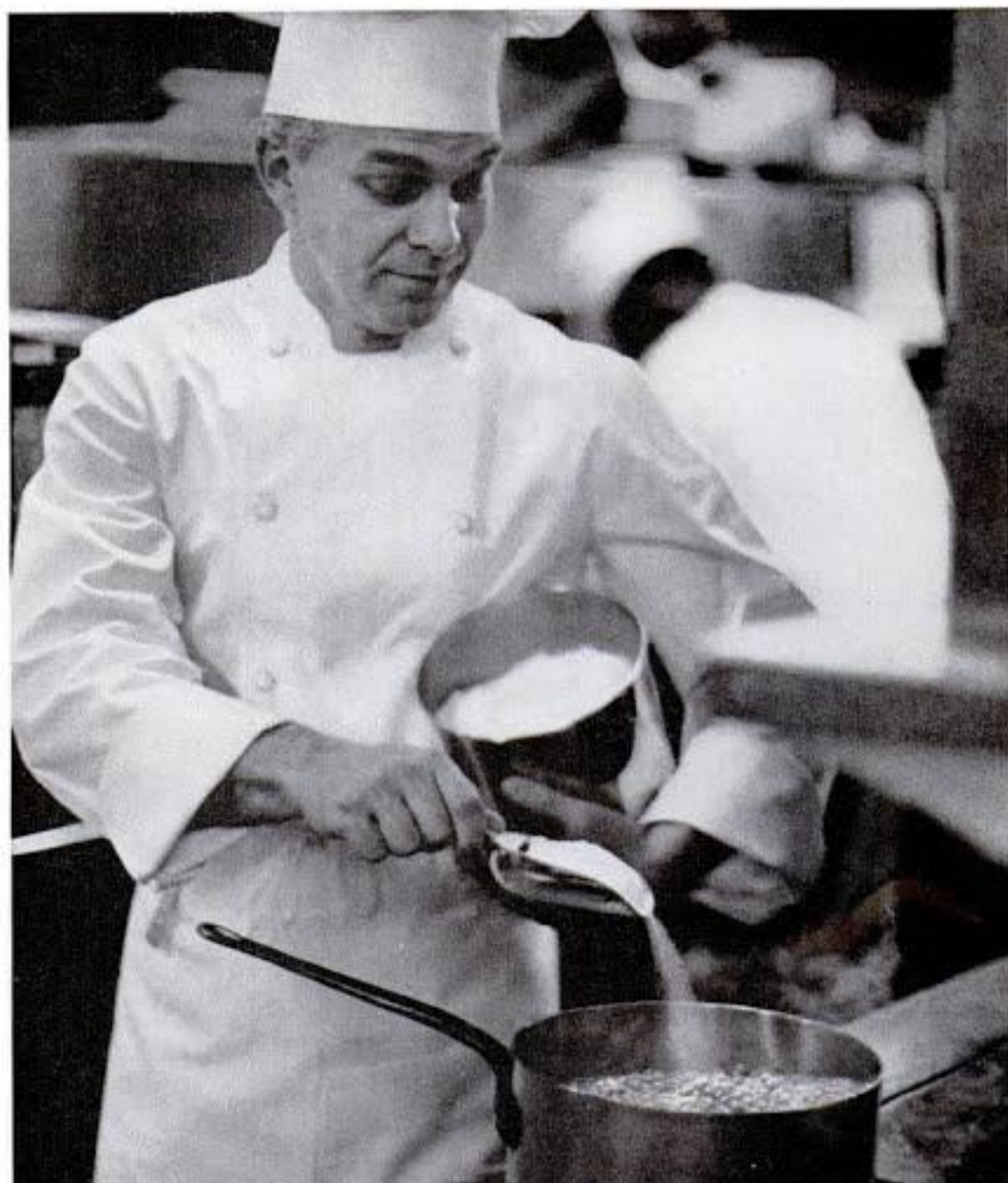
Why put sugar in peas?

Because it helps bring out true flavor

In taste tests at a leading university, people said that peas with sugar added tasted more like peas

Sugar brings out the flavor of many foods. Even soups taste brighter with a little sugar added

That's why so many good cooks use sugar as a seasoning



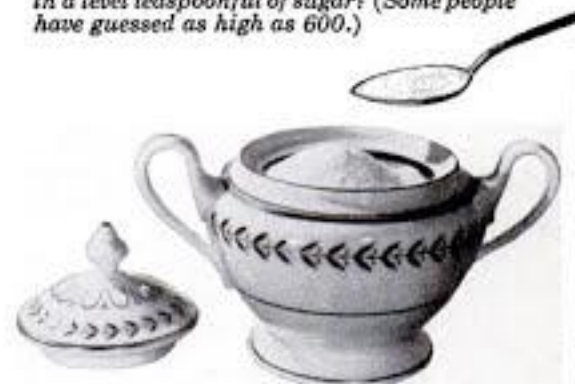
Sugar helps dieters exercise! The best (and probably the hardest) exercise for dieters is pushing away from the table. Sugar makes it easier by satisfying appetite. No other food does it so fast—with so few calories.



You were born liking sugar! Of the 4 messages you get from your sense of taste (sweet, sour, bitter, salty) the only one you liked from the start was sweetness, the flavor of sugar. And rightfully so—no other food provides essential energy so fast.

18 CALORIES!

Surprise you that there are only 18 calories in a level teaspoonful of sugar? (Some people have guessed as high as 600.)



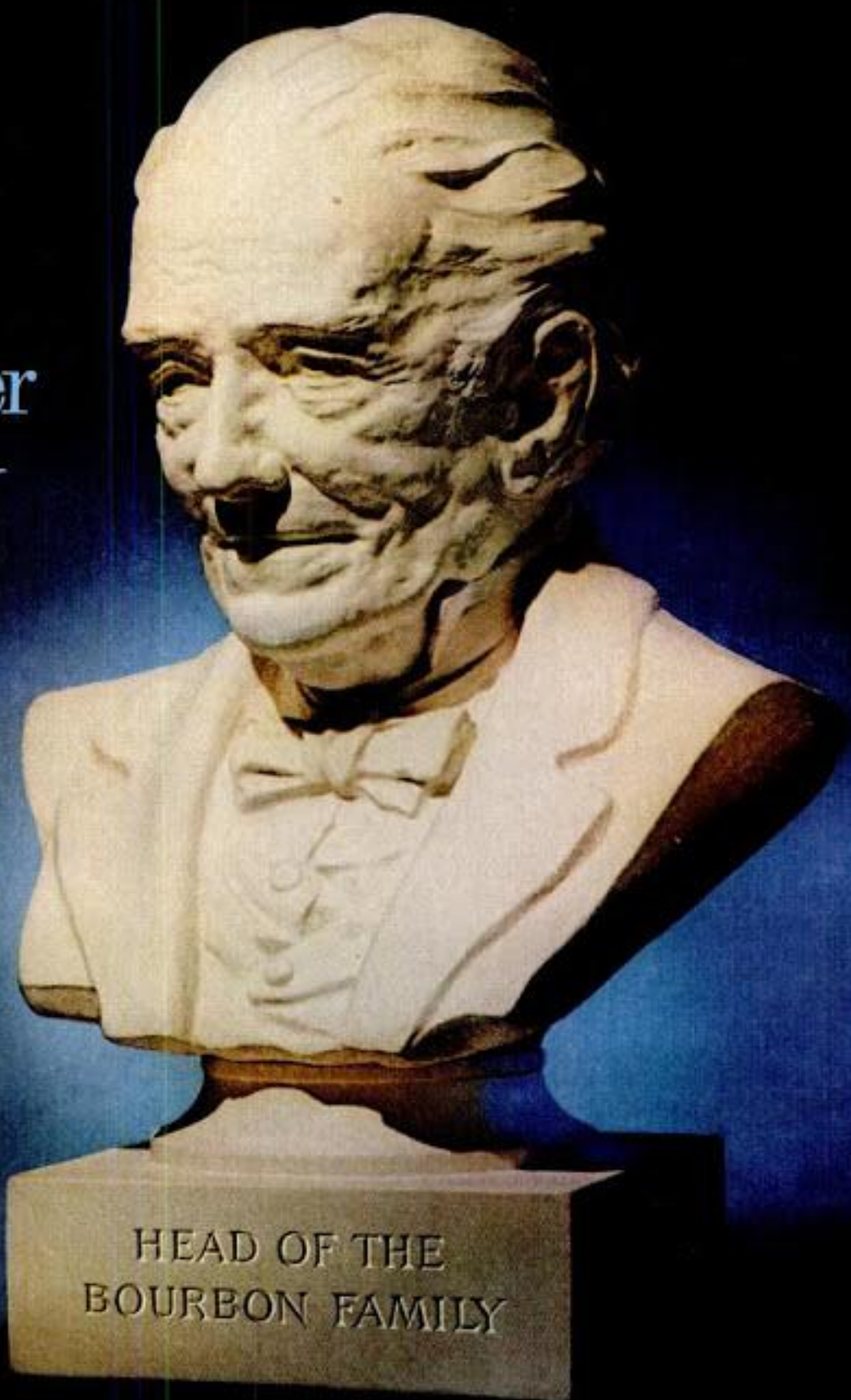
No other food satisfies your appetite so fast with so few calories.

All statements in this message apply to both beet and cane sugar.

Published in the interest of better nutrition by **SUGAR INFORMATION, INC.** a non-profit organization
NEW YORK 5, NEW YORK

100 PROOF • BOTTLED IN BOND

Featured member
of any company



To those who truly enjoy 100 proof bonded Kentucky bourbon, there is no substitute for Old Grand-Dad. As this belief is so widely held, it is only simple wisdom to serve the "Head of the Bourbon Family" to all your friends. *The Old Grand-Dad Distillery Company, Frankfort, Ky.*

Old Grand-Dad
KENTUCKY STRAIGHT BOURBON

THE '61 PONTIAC IS HERE !

IT'S
ALL PONTIAC!
ON A NEW
WIDE-TRACK!

New track-to-body proportion! The track is the width between the wheels. Pontiac '61 is the only Wide-Track car. And now that we've trimmed body width, more weight is balanced directly between the wheels. You ride with greater poise, maneuver with firmer control.

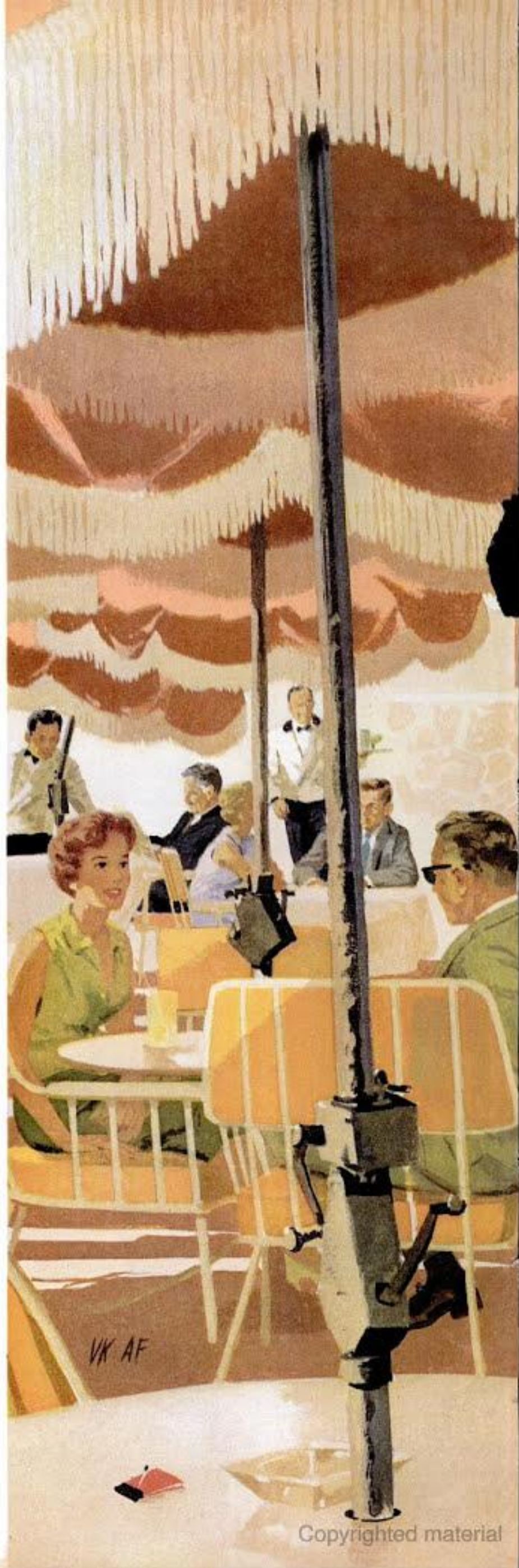
More room, more comfort inside! America's favorite road car is roomier for '61. Headroom, legroom and footroom have been increased. Seats are higher, yet there's more clearance under the steering wheel. Doors are wider, swing open farther with no jutting barriers to bump as you get in and out. It's all designed to let you enjoy more fully the untiring roadwork this car is built for.

Powered by the new, fuel-saving Trophy V-8 Engine! We've improved the engine the experts said was perfect. New fuel induction system gives this new free-breathing engine more air, makes gas go further. Eleven versions to select from. Horsepowers range from 215 to 348. For best economy, specify the Trophy Economy V-8. Its lower compression ratio lets you use regular gas. Add it all up . . . it's the new Wide-Track way to travel! Try it!



'61 PONTIAC—THE ONLY WIDE-TRACK CAR

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



Copyrighted material



BONNEVILLE VISTA FOR 1961

Copyrighted material

JUST PUBLISHED BY **LIFE**
THE PERFECT CHRISTMAS GIFT
AT A LOW, PRE-HOLIDAY PRICE

1960's MOST

Here, caught between two covers for the first time, is an exciting, never-to-be-forgotten journey in words and pictures through the astounding, ever-changing world of nature! In *The Wonders of Life on Earth* noted Science Writer Lincoln Barnett and the Editors of LIFE are your guides—to help you and your chil-

dren to know and understand the laws of nature which change and shape life, forming endlessly fascinating varieties of birds, beasts, fish and insects.

This beautiful volume, 10½ x 14 inches in size and luxuriously bound, makes a proud addition to your home library and a near-perfect

Christmas gift for friends, relatives or business associates. Best of all, if you will order now, *The Wonders of Life on Earth* can be yours at a special LIFE-reader price that saves you \$2.55 on each copy you buy!

The 310 fact-filled pages in this monumental work include more than 232 in magnificent color, many of

them LIFE's famous "gate-folds" that pull out to form panoramic illustrations 32 inches wide!

You'll see some of earth's most marvelous creatures, pictured in the tropical jungles and remote volcanic islands where they compete for survival in the unending war of nature: wondrous examples of the universal



LIFE BOOKS

540 North Michigan Avenue, Chicago 11, Ill.

EXCITING NEW BOOK

laws of life discovered only a brief century ago by British naturalist Charles Darwin.

It includes not only an expanded version of the complete Darwin Series that recently appeared in LIFE but much new material in addition.

To make this book, LIFE sent some of the most talented nature painters and photographers at work today to the far corners of the world, to mountain glaciers and lonely islands.

They visited strange, seldom-penetrated places, saw with their own eyes thousands of varieties of exotic living things, and captured them on film and canvas for hundreds of thousands of LIFE families. To this has been added a masterful, 100,000-word accompanying text by Lincoln Barnett, co-author with LIFE's Editors of the best-selling *The World We Live In*.

The result is a natural history unlike any you have ever seen before—the kind of book that LIFE, and only LIFE, has the resources and editorial ingenuity to publish. Truly, *The Wonders of Life on Earth* is a book for you and every member of the family to read, page by page,

with mounting pleasure, to keep as a permanent source of reference on the complex laws which explain the how and why of our world. After Christmas, *The Wonders of Life on Earth* will sell in bookstores for \$12.50 for the Regular Edition. The Deluxe Edition, specially bound and boxed in a dustproof slipcase, will cost \$14.50. But if you will

order now, using the handy card bound into this magazine, you can take advantage of a special pre-holiday rate! The Regular Edition can be yours for just \$9.95 or the Deluxe Edition for just \$2.00 more! This year, why not give the gift that will say "Merry Christmas" to friends, relatives and associates for years to come?

HERE IS JUST A PARTIAL TABLE OF CONTENTS:

THE MASTER THEORY OF LIFE:

In a brilliant introduction, famed British Biologist Sir Julian Huxley explains how Charles Darwin first revealed the awesome master plan by which life emerges, develops, changes and sometimes disappears from the earth.

LIVING THEATER OF EVOLUTION:

The lonely volcanic Galapagos Islands off the coast of Ecuador form "a little world within itself" where primeval creatures, seemingly incarnations from another age, live side by side with strange animals found nowhere else on earth.

STRATAGEMS OF DEFENSE:

In Brazil's lush jungles insects defend themselves with the most bizarre camouflage in nature.

CLUES TO CONTINUITY OF LIFE:

Fossil bones of prehistoric monsters, once masters of South America's plains and forests, recall how changing conditions in nature can obsolete even the most frightening and impressive forms of animal life.

ORGANIZATION FOR SURVIVAL:

When army ants migrate, no living thing dares oppose them, for their secret of survival is a group discipline greater than any human society has ever evolved.

MYSTERIES OF MIGRATION:

Man has long wondered at the uncanny feats of migrating birds. Now their navigation secrets are revealed by radar tracking devices.

FORM WITHOUT FUNCTION:

Beautiful color paintings show the huge Australian cassowary, the little South American tinamou and other birds that never fly. Are they following the path to extinction?

PRIMITIVE MAMMALS:

The kangaroo and other marsupials, carrying their young in warm pouches, exemplify the early development of the mammals of the earth. Striking pictures explain their acrobatic ways.

ARCHITECTURE OF OCEAN LIFE:

The most beautiful of all life forms abound in the coral atolls of the seas. Here, in the depths, life began, and here some of the great mysteries of life are revealed.

EVOLUTION OF COURTSHIP:

No facet of evolution is more fascinating than the development of animal courtship. And no creature has developed a stranger ritual than the male bowerbird of Australia, who designs elaborate bowers to attract his intended.

PARTNERS FOR SURVIVAL:

The strange and wonderful association of beasts and birds, such as the African rhinoceros and the egret, locked in life-long partnerships, sometimes indispensable to each other's survival.

HIDDEN REALM OF REPRODUCTION:

Genes provide the mechanism, only now beginning to be understood, through which evolution occurs. Striking pictures and diagrams explain the principles of modern genetics.

MAN-MADE REVOLUTION:

By domesticating and breeding plants and animals to serve his needs, man has helped nature evolve wonderful new forms of life. Color pictures reveal some spectacular examples.

PLUS MUCH, MUCH MORE!

THE WONDERS OF LIFE ON EARTH



DELUXE EDITION

Specially bound and boxed in a dustproof slipcase.

\$11.95

REGULAR EDITION

\$9.95



The Wise Old Owl Says:

"Be Queen of the block
and save money too
... treat the kids to

Brach's Halloween Candies

When youngsters cry "Trick or Treat", they want the best candy. That's why it's smart to serve Brach's! All the magic shapes, exciting flavors and enchanting colors make Brach's the Halloween candy tradition. Bewitch them with pure candy and pure fun ... at prices that let you buy plenty. So be a smart shopper and Queen of the block, too ... buy Brach's Halloween candies.

FREE



Look for Brach's "Candy Owl" masks on many of the Brach's "Trick or Treat" Candies.



Brach's makes 59 kinds of Halloween Candies

GENERAL ELECTRIC
SLEEP-GUARD®
The blanket with a brain!



THIS beautiful General Electric automatic blanket has a control that's visibly different. It's the "brain" of General Electric's patented Sleep-Guard® design. It assures you of even heat over every inch—no lumpy thermostats or cold spots. It maintains the temperature you set, prevents overheating. You sleep in utmost comfort.

General Electric now gives you eleven fabulous colors to choose from . . . every size to King-size . . . plain or custom-tailored corners . . . single or dual controls. In wash-easy rayon and cotton.

And, you'll be surprised at the new low prices of General Electric automatic blankets. Your dealer has one now to suit your budget.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Automatic Blanket & Fan Dept., General Electric Company, Bridgeport 2, Conn.



Colossal Tangle in a Tank

The underwater pandemonium of people (*right*) tangled like seaweed and gulping like fish had an innocent boy-meets-girl beginning. Taken from M-G-M's coming film *Where the Boys Are*, the scenes show college students on spring vacation in Florida reacting to a mermaid act in a nightclub. Like most entanglements, it took a lot of time and trouble to make—three days of shooting with the principals spending four hours under water each day.

As the leading aqua ballerina (Barbara Nichols) slides out of a giant clamshell (*above*), a student in the audience (Jim Hutton) feels like a fish out of water and dives in after her (*below*). But he is unable to swim and his friends jump in to help. The melee becomes so great the boy gets lost and even the mermaid is pushed to the back, left there wondering whether where the boys are is the right place for an unusual girl like her.





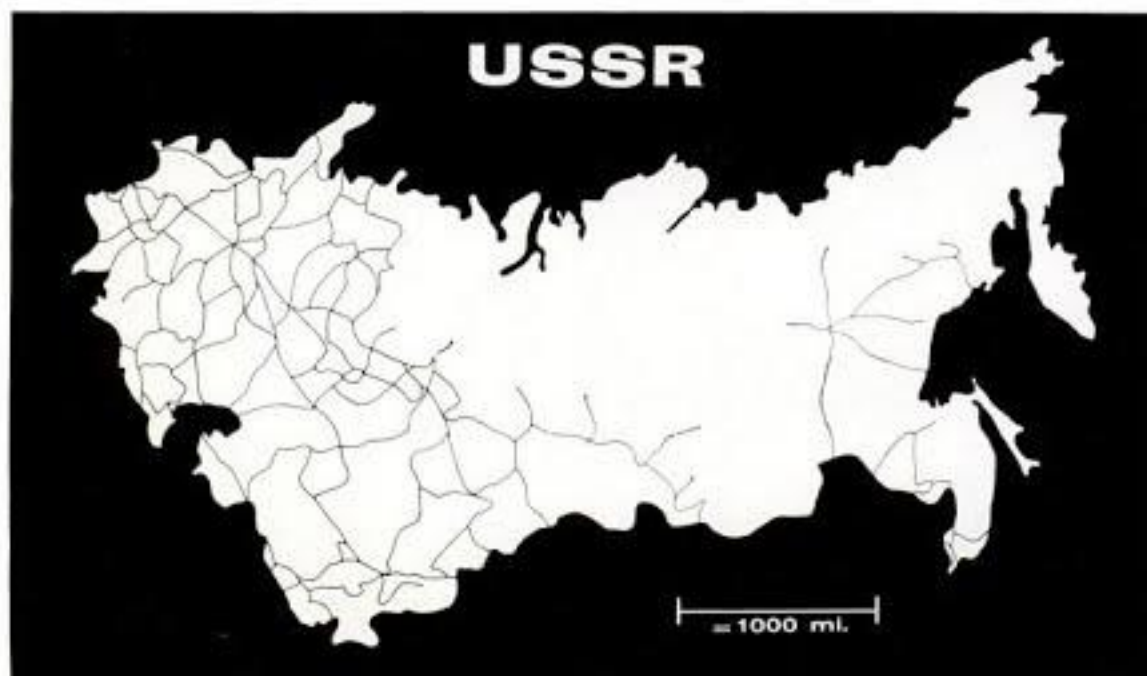
SOVIET WAY

The difference has made possible



Stone-surfaced roads, like this, are all there are in many parts of Russia (the known major roads are indicated on the map below). But Russia has a rapidly growing truck

"population" (3,000,000 vehicles now, versus 11,000,000 in the U. S.), and a new Soviet seven-year plan calls for building 6,200 miles of superhighway annually through 1965.



AMERICA'S DISTRIBUTION SYSTEM by trucks, over a vast network of highways, is *one* place where we have a real "competitive edge" over the Soviets.

It's an edge that has had a lot to do with producing our higher standard of living — and could have a lot to do with protecting it.

For instance. American trucks carry nearly 8 times as much freight a year as Soviet trucks.

For instance. There are more than 2,400,000 miles of paved roadway in the U. S. Our Federal superhighway network alone will span some 40,000 miles when completed, and will carry more than 20% of the truck traffic so vital to our national strength.

Best available estimates are that the Soviet Union has fewer than 40,000 miles of paved road altogether, and virtually no superhighways as we know them.

Published by:

WORLD LEADER IN HEAVY DUTY TRUCKS

**WHITE**

...60 YEARS OF LEADERSHIP

- USA WAY

(and could save) our very way of life

But for all the superiority of our American highways, our trucks are not permitted to take full advantage of all the economies they *could* provide.

This is because of unrealistic limitations on truck sizes and weights that exist in many states. In other states such limitations are more in line with true capacities of the highways, and in these states motor truck transportation is able to operate more efficiently.

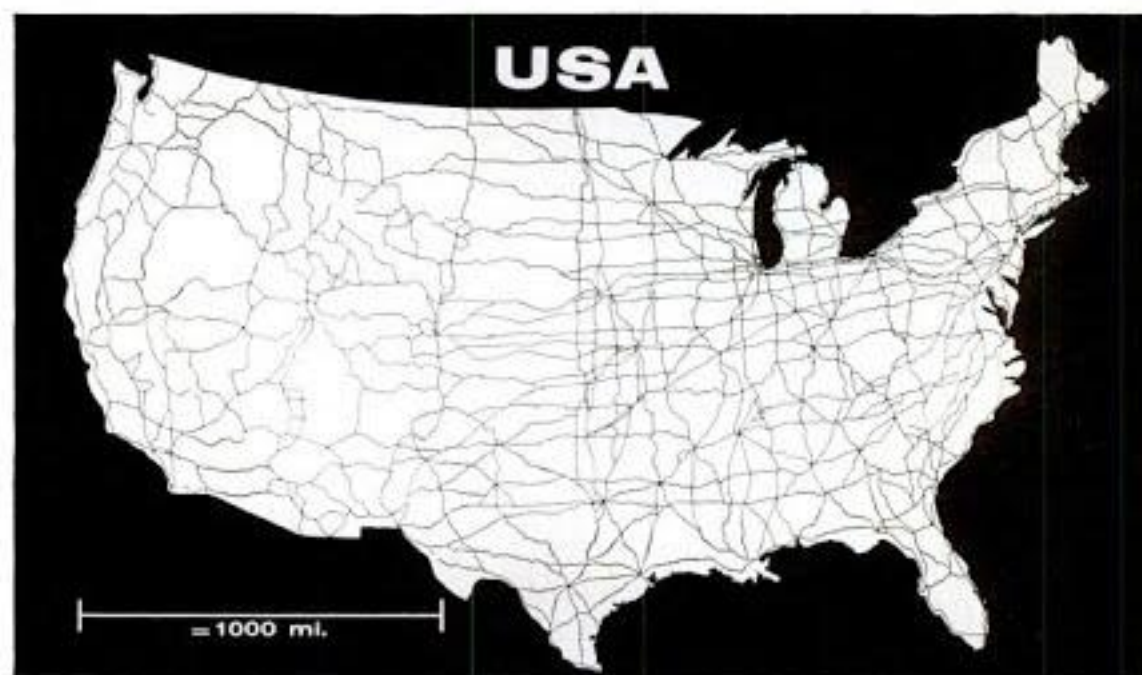
Let's take down *all* the artificial barriers. Let's permit motor truck transportation to operate equipment to the full potential capacity of our highways. Let's be sure that America has the advantage of *maximum* efficiency and economy from this vital transportation facility.

THE WHITE MOTOR COMPANY
CLEVELAND 1, OHIO



Principal U. S. through-routes alone blanket the map below. And modern trucks, like the one pictured above, provide fast, low-cost freight transportation in America. What's

more, America's truck operators are paying 36% of the cost of building our new Federal superhighway network, so vital in maintaining our commanding lead in motor freight.



AMERICAN TRUCKING INDUSTRY
Washington, D. C.

LETTERS TO THE EDITORS

PROUD, FREE NIGERIA

Sirs:

What a timely article! Your Sept. 26 issue's "The Hopeful Launching of a Proud and Free Nigeria," disclosing "farsighted British colonial policies," arrived at my home the same day that Premier Khrushchev denounced the "evils of colonialism" at the U.N. His speech revealed his own gross ignorance of the advances such countries as Great Britain have made for such areas as Nigeria.

MRS. V. HOLLAND

Palisades Park, N.J.

Sirs:

I have never before seen a photograph so striking, so beautiful, as that of the three Nigerian tribeswomen pounding grain. I shall preserve the picture and be ever grateful to LIFE's Eliot Elisofon for it.

FRED SCIFERS

Concord, N.C.

RISEING U.S. OSTEOPATHS

Sirs:

To LIFE and its associate editor, Warren R. Young, go the heartfelt thanks of one who has devoted his life to osteopathy for the timely article, "Rising Fortunes of U.S. Bone Setters" (LIFE, Sept. 26).

With the experience of 50 years of medical and surgical practice, as founder of the first osteopathic hospital in Seattle and as a past president of the American Osteopathic Association, I feel that this article is clearly and objectively written.

W. E. WALDO, D.O., F.A.C.O.S.

Seattle, Wash.

Sirs:

My dad has been practicing osteopathy (he now has an unlimited license) for 25 years and as a schoolgirl I have explained osteopathy to classmates many times, only to have them say, "Oh, but he isn't really a doctor." Now I shall have any nonbelievers read your article.

CRYSTALE MARTIN

Milton, Pa.

Sirs:

Every week we see a patient who has been treated month after month with manipulations and needless X-ray treatments who obviously has a

malignant condition requiring immediate removal.

You have distorted many truths and made osteopaths appear ethical, competent medical men when actually they are a bungling cult who keep the patient coming back again for needless visits.

They may be acceptable for minor conditions where treatment one way or the other does not affect the final outcome, but the real test is to distinguish the seriously ill from the minor and this is where they fail.

RICHARD A. MARTIN, M.D.

Fort Lauderdale, Fla.

Sirs:

Oh, my aching back! Why did Author Young mar his otherwise excellent article with sideswipes at chiropractic? You offend certain of my more sensitive colleagues when you define us as not true doctors. After four years in a school legally chartered to confer the degree Doctor of Chiropractic, there is justification for correcting LIFE's error on this point. Remember, the title doctor is not owned exclusively by healers.

ORRIN K. WARD, D.C.

San Bernardino, Calif.

Sirs:

Why you found it necessary to attempt to "smear" the chiropractic profession with your distorted so-called definition of "chiropractor" is beyond comprehension. Here is our official definition of the term: "A chiropractor is a practitioner of the healing arts who through manipulation, specific adjustment and related procedures deals with the relationship of the nervous system and the articulations of the body, particularly the spinal column, for the prevention and correction of bodily malfunction and disease."

Chiropractors are licensed by statutes in 46 of the 50 states and other U.S. and foreign jurisdictions either as doctors of chiropractic or as chiropractic physicians and as such are vitally interested in the public health and welfare. Chiropractic is one of the four major healing professions in America and is so classified along with medicine, osteopathy and dentistry by the U.S. Bureau of the Budget.

The practice of chiropractic is as broad as the nervous system which controls and coordinates all organs, glands and tissues of the body. Therefore comprehensive chiropractic care is applicable to a wide variety of injuries and illnesses which affect the human body and mind.

L. M. ROGERS, D.C.

Executive Secretary

National Chiropractic Association
Webster City, Iowa

● Mr. Rogers' definition is concurred in by Hugh E. Chance, executive director of the International Chiropractors Association. As to other points raised, most states do issue licenses, but none permit chiropractors to perform major surgery or prescribe internal drugs as a major therapy. In those states which give the same examinations to chiropractors as to medical and osteopathic doctors, such tests are only on the basic sciences and do not presuppose a complete medical education. All are given additional, dissimilar tests.—ED.

Sirs:

Your article brought memories of my childhood in Kirksville, Mo., during the early days of the osteopathic college and its founder, A. T. Still gave my uncle, John R. Musick, \$1,000 to write a book that would put osteopathy on the map. Of the many potholes my uncle wrote, *Crutches for Sale* was probably the pottiest. In the hills behind the school is Still's Pond, named after the "Ol' Doc," a spooky hole where many drownings have occurred. Coming back from a hike there one day a bunch of us kids were stopped by a funeral procession on Osteopathy Avenue. It was Doctor Still's and seemed to take half a day, the longest procession of all time for that town.

ARCHIE L. MUSICK

Colorado Springs, Colo.

KENNEDY'S QUESTIONERS

Sirs:

I regret to say that I was shocked by your coverage of the Kennedy-Houston Ministerial Association meeting ("A Catholic Faces His Protestant Clerical Questioners," LIFE, Sept. 26). I would hardly recognize the picture of myself had it not been so labeled.

It is evident to me and thousands also who witnessed the telecast that you indirectly inferred and distorted the facts relative to the question I asked.

First let me repeat what I told to reporters immediately after the meeting: I believe that Senator Kennedy's statement on his own individual beliefs as a Roman Catholic was sincere and that he spoke with great integrity. To the question, "Could you vote for a Roman Catholic as President now?" my answer was (and still is): "I could vote for a Roman Catholic before I came to this meeting."

My question to Senator Kennedy related to the basic issue of freedom and I thank my God that we have "freedom of the press," but let us keep it clear, clean and undistorted.

HOWARD C. RUTENBAR

Canon Chancellor

Christ Church Cathedral
Houston, Texas

● LIFE regrets that its article has been misconstrued. The question Canon Rutenbar (picture inset above) asked Senator Kennedy was not about religion but about the Democratic platform pledge to repeal "right-to-work" laws—a pledge which the canon considers "double talk."—ED.

Sirs:

Your picture of Canon Rutenbar does not represent his feeling or intention. The camera in this case produced a very unfavorable picture of a very genial person—as can be done for anyone.

C. D. CANTRELL JR.

Houston, Texas

WHITE FLEET'S 'HOPE'

Sirs:

Your article on the hospital ship *Hope I* and the "Start on the White

Fleet's Work" (LIFE, Sept. 26) impels me to help this worthy program to send U.S. medical and technical help to needy countries. Could you please tell me where I might send a donation?

MERCEDES FRANTZ

Vinita, Okla.

● "Project Hope," P.O. Box 9808, Washington 15, D.C.—ED.

FANCY FASHION FUSS

Sirs:

It is sad indeed when people decide something as important as how to vote by the way the candidates' wives dress ("That Fancy Fashion Fuss," LIFE, Sept. 26). While the little spat was typically womanly, people must realize that neither Pat Nixon nor Jackie Kennedy is running for office.

JEAN BATES

Evanston, Ill.

Sirs:

Three very loud cheers for Mr. Norman Norell for his part in that fashion fuss. It's about time someone came out with Halloween costumes for adults. Why should kids have all the fun?

HOWARD KATZ

Cincinnati, Ohio

Sirs:

Boy! I've come unglued. Who let the kooks with the black eyes out of the coal bin?

MRS. WILLIAM C. OLDERSHAW

Farmington, Mich.

Sirs:

I hope the African, Asian or any other U.N. delegation looking for something worthwhile in our country did not happen to see "That Fancy Fashion Fuss" article. LIFE is an influential and very widely read magazine throughout the world. I wish it would try to present a picture of a serious American people instead of such shallow trivia.

BLAIR LENT JR.

Boston, Mass.

Sirs:

Since Mr. Khrushchev and our other "friends" are now on our shores your timing is superb. A glance at the Norell fashion models will convince Mr. K. defeat of this country is impossible. Even should he persuade us to disarm we could still unleash a corps of Norell-attired zombies and frighten the foe to death.

HARRY V. LUGAUER

Milwaukee, Wis.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, Time & Life Building, Rockefeller Center, New York 20, N.Y.
Subscription Service: Charles A. Adams, Genl. Mgr. Mail subscription orders, correspondence and instructions for change of address to: LIFE SUBSCRIPTION SERVICE, 540 N. Michigan Avenue, Chicago 11, Illinois.
Change of Address: Send old address (exactly as imprinted on mailing label of your copy of LIFE) and new address (with zone number if any)—allow three weeks for change-over.
Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOME & HOME. Chairman of the Board, Andrew Heiskell; Chairman, Executive Committee, Roy E. Larsen; Chairman, Finance Committee, Charles L. Stillman; President, James A. Linen; Executive Vice President and Treasurer, D. W. Brumbaugh; Senior Vice President, Howard Black; Vice President and Secretary, Bernard Barnes; Vice Presidents: Edgar R. Baker, Clay Backhouse, Arnold W. Carlson, Allen Grover, C. D. Jackson, Arthur R. Murphy Jr., Ralph D. Paine Jr., P. I. Prentice, Weston C. Pullen Jr.; Comptroller and Assistant Secretary, John F. Harvey; Assistant Treasurer, W. G. Davis Jr.; Assistant Comptroller and Assistant Secretary, Charles L. Gleason Jr.

LIFE

540 N. Michigan Avenue, Chicago 11, Illinois

Please send ONE YEAR OF LIFE for \$5.95

(this rate is available to you in the continental U. S., Alaska, Hawaii, Puerto Rico, Virgin Islands, and Canada—one year at LIFE's single copy price would cost you \$3.88)

to name
..... address
city zone state

TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your Zone Number in your address. The mail you send will get there faster, too, if the address carries a Zone Number.

L-3441



Starting right now, you can make sure he'll be in this line

To make sure your child has the money to go to college, insure the way with permanent life insurance which has ever increasing values. Remember this about life insurance: as soon as the policy is in force, funds for his education can be assured. Whether or not you're living when he reaches college, the money will be there just the same.

With permanent Life insurance you may be sure of something else as well. Your Metropolitan Man will show you that permanent Life insurance gives you a cushion, not only for education, if needed, but also for your retirement—and almost any emergency.

Starting right away, you and your family can be sure your plans for the future will be realized. And today, your insurance program can be tailor-made to the specific requirements of

your individual family, taking into consideration *all* your foreseeable financial needs. Call your Metropolitan Man and see.

He has now the largest selection of insurance policies, with the newest and most flexible provisions and benefits in all of Metropolitan's history. As never before, he can protect you now and for the future—with certainty—and at a cost that may well be less than you would expect.

Call him today.

Metropolitan Life
INSURANCE COMPANY®

A MUTUAL COMPANY
1 MADISON AVENUE, NEW YORK 10, N. Y.



WHY is this one of
bourbons in the land?

continues to gain in preference because
they often tell their friends. ► Just sip
enjoy Hiram Walker quality in a TRUE
taste. ► It is now one of the fastest-

the fastest-growing

► This unusually good whiskey men like TEN HIGH so much it slow and easy and you'll bourbon with a deep, rich growing bourbons in the land.



HIRAM WALKER'S TEN HIGH

Straight bourbon aged in oaken casks

86 PROOF • HIRAM WALKER & SONS, INC., PEORIA, ILLINOIS

For 1961, DeSoto proudly presents a fine new car. It is a new car rich in traditional DeSoto quality, fresh in the way it looks and performs. It puts into your hands the most all-around *value* in its class. The 1961 DeSoto is not a former middle-price car scaled down in any way to attract the great mass of low-price car buyers. It is a car honestly designed and built for a particular kind of person who appreciates the additional roominess, the distinctive refinements and the reassuring "feel" of an automobile in DeSoto's quality class. It offers all of these things, in superior measure, at a price you will find surprisingly low. Surely, the 1961 DeSoto has much to offer *you*. Below you will find some of the reasons you should look into this new car this week. Your Plymouth-DeSoto dealer will gladly show you many, many more.

Besides the beauty, DeSoto gives you so many *other* reasons to want to own it. A solid, welded one-piece Unibody that vanquishes squeaks and rattles. Torsion-Aire Ride that skims you along the road. A powerful engine that puts out at high efficiency on regular

gas. A smooth push-button automatic transmission.* An alternator electrical system that charges the battery even at idle. A seat that adjusts six ways to cradle *you*. And all at a price that is surprisingly modest. See your Plymouth-DeSoto dealer this week!

*Optional, extra cost



1961 DE SOTO

ITS QUALITY SETS IT APART, ITS PRICE KEEPS IT WITHIN YOUR REACH

I GO FOR

CARTER'S
CARBONS



Long life. "Printed" look. Clean — to you, to all you touch. Buccaneer, Electric, Ideal, Midnight, Special Occasion, or Silvercraft at stationers everywhere.

©THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASS.

SPOOKS? USE MORO HALLOWEEN HAND-OUT BAGS

At progressive stores everywhere

MORO CORP. - 3516 N. Verdugo - Glendale, Calif.

MAKERS OF MORO ADV.—CARRYING SELF-STIK AUTO LITTERBAGS

Morrow
FINE FURNITURE
DISTINCTIVELY
STYLED FOR THE
HOME OF
TOMORROW

LIVING ROOM & BEDROOM PIECES from 99.95 at Your FAVORITE FURNITURE DEALERS

ALSO... DINING ROOM FURNITURE JUVENILE FURNITURE AND BEDDING

MANUFACTURED & SOLD BY:
MEMPHIS FURNITURE MANUFACTURING CO.
MEMPHIS, TENN.

LITTLE ROCK FURNITURE MANUFACTURING CO.
LITTLE ROCK, ARKANSAS

Shrinks Hemorrhoids
New Way Without Surgery

STOPS ITCH—RELIEVES PAIN

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain — without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all — results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne®) — discovery of a world-famous research institute.

This substance is now available in suppository or ointment form under the name Preparation H®. Ask for it at all drug counters — money back guarantee.

LIFE

EDITOR-IN-CHIEF..... Henry R. Luce
CHAIRMAN, EXEC. COMM..... Roy E. Larsen

CHAIRMAN OF THE BOARD..... Andrew Heiskell
PRESIDENT..... James A. Linn
EDITORIAL DIRECTOR..... Hedley Donovan
ASSISTANT DIRECTOR..... Albert L. Furth

MANAGING EDITOR
Edward K. Thompson
ASSISTANT MANAGING EDITORS
Philip H. Wootton Jr.
George P. Hunt
Hugh Moffett

John K. Jessup..... CHIEF EDITORIAL WRITER
Charles Tudor..... ART DIRECTOR
Joseph Kastner..... COPY EDITOR
Marian A. MacPhail..... CHIEF OF RESEARCH
Ray Mackland..... PICTURE EDITOR
SENIOR EDITORS: Donald Birmingham, Gene Farmer, Ralph Graves, William Gray, Kenneth MacLeish, Tom Pringle, Roy Rowan, John Thorne, Sam Welles

STAFF WRITERS: Herbert Brenan, Roger Butterfield, Robert Coughlan, Frank Gibney, William Miller, Paul O'Neil, John Osborne, Loudon Wainwright, Robert Wallace

PHOTOGRAPHIC STAFF: Margaret Bourke-White, James Burke, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farbman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Michael Ronger, Walter Sanders, Frank J. Scheraga, Joe Scherschel, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker, Stan Wayman, James Whitmore, ASSISTANT PICTURE EDITORS: Philip Kunhardt, Lee Eitington

FILM EDITORS: Margaret Sargent, Barbara Brewster, Sigrid Thomas

ASSOCIATE EDITORS: Oliver Allen, John Dille, Mary Hamman, Sally Kirkland, Jerry Korn, Mary Leatherbee, Albert Rosenfeld, Norman Ross, David Scherman, Dorothy Seiberling, Marshall Smith, Keith Wheeler, A. B. C. Whipple, Warren Young

ASSISTANT EDITORS: David Bergamini, Earl Brown, Peter Bunzel, Mathilde Camacho, Thomas Duer, Terry Drucker, Timothy Foote, Nancy Genet, Eleanor Graves, Muriel Hall, Bayard Hooper, Monica Horne, Patricia Hunt, Jeanne Le Monnier, James Lipscomb, Paul Mandel, John McDermott, Joann McQuiston, Richard Meryman, Jack Newcombe, Irene Saint, John Stanton, Richard Stolley, Valerie Vonderhulst, Marilyn Wellemeier, Thomas Wheeler

REPORTERS: Virginia Addison, Tom Alexander, Ronald Bailey, Elizabeth Baker, Mary Elizabeth Barber, Margaret Bassett, Laura Bell, Patricia Blake, Robert Bingham, Margery Byers, Mary Cadwalader, Gail Cameron, Vivian Campbell, Barbara Cummings, James Delay, Beatrice Dobie, Betty Dunn, Laura Ecker, Charles Elliott, Jane Fates, Diana Fetter, Judson Gooding, Kenneth Gouldthorpe, Gerry Gruen, Ann Guerin, Karen Gunderson, Kathleen Hampton, Terry Harnan, Alicia Hills, Judith Holden, Grayce Horan, Jane Howard, Allison Kallman, Alex Kerr, Nancy King, Lee Lewis, Richard Lewis, Harvey Loomis, John MacDonald, David Martin, George McCue, James Mills, Loretta Nelson, Clara Nicolai, Sheila Osmundsen, Eric Pace, William Pain, Maya Pines, John Porter, Stanley Price, Louise Samuels, Diane Sawyer, Kathleen Shortall, Gregory Shuker, Ruth Silva, Charlotte Smith, Marion Steinmann, Lucy Thomas, Martha Turner, Margaret Williams

COPY READERS: Helen Dorell (Chief), Dorothy Olson, Barbara Fuller, Catherine O'Haire, Virginia Sadler, Suzanne Seixas, Rachel Tuckerman, LAYOUT: Bernard Quint, David Stech (Associate Art Directors), Margit Varga, Robert Young (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earle Kersh, Albert Ketchum, Anthony Sodaro, Richard Valdatt, John Woods

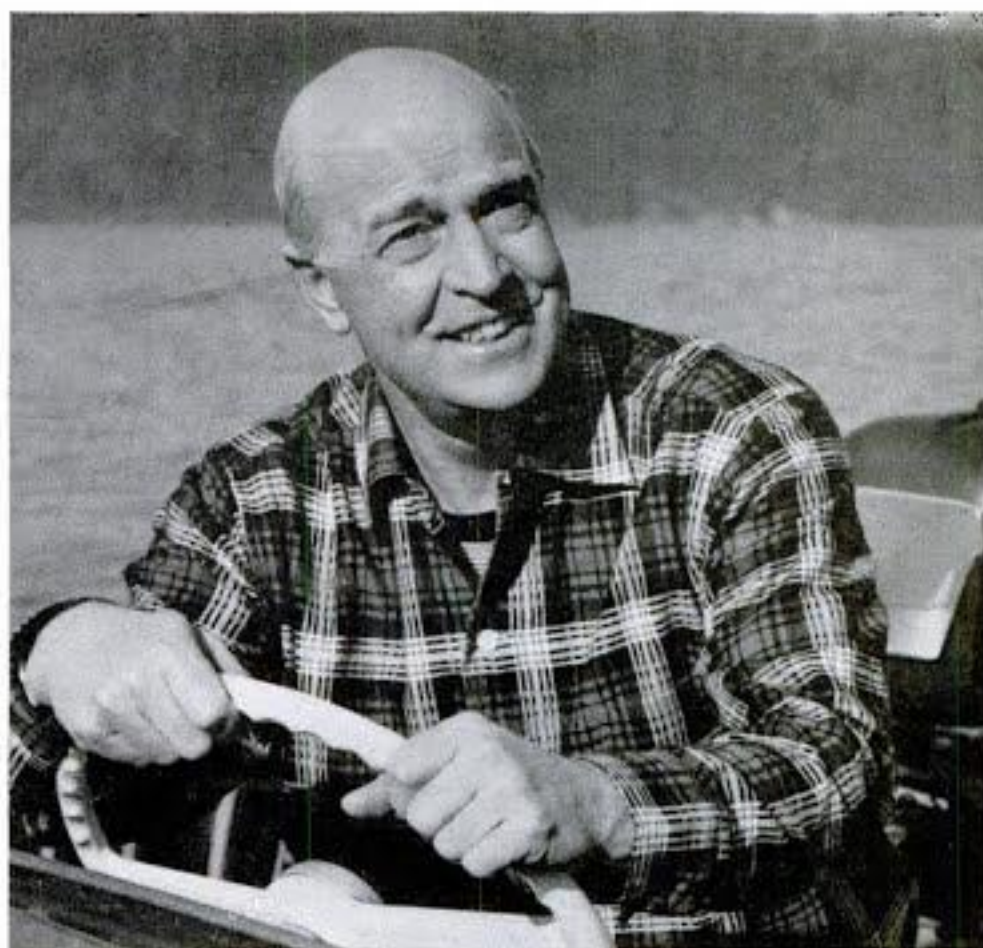
PICTURE BUREAU: Natalie Kosok (Chief), Mary Carr, Margaret Goldsmith, Ruth Lester, Joan Lynch, Maude Miller

PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas

PICTURE LIBRARY: Doris O'Neil (Chief), Joan Norton-Taylor

U.S. & CANADIAN NEWS SERVICE: Richard M. Clurman (Acting Chief), Thomas Carmichael, Richard Anthony, Helen Fennell—WASHINGTON: John L. Steele, Henry Suydam, Richard Billings, W. K. Goodrich, Patsy Macaulay, Norman Ritter, Don Schanche, Chicago: Robert Ajemian, Russell Sackett, Michel Silva, Don Underwood, Los Angeles: Frank McCulloch, John Jenkinson, Charles Champlin, Shana Alexander, Marshall Lumsden, Art Seidenbaum, David Thomas, David Zeitlin, ATLANTA: Spencer Davidson, Robert Mason, Charles Osborne, Boston: Paul Welch, DALLAS: Mark Sullivan, Jane Scholl, DENVER: Barron Beshor, Terry Turner, DETROIT: Marshall Berges, Tom Flaherty, MIAMI: William Shelton, SAN FRANCISCO: T. George Harris, William Trombley, SEATTLE: Wilbur Jarvis, HONOLULU: Jon Rinehart, OTTAWA: Arthur White, MONTREAL: Gavin Scott, TORONTO: Kenneth Frosdick, CALGARY: Ed Ogle

FOREIGN NEWS SERVICE: John Boyle (Chief), George Caturani, Alexander Campbell, Florence McNeil—LONDON: Robert Manning, Richard Pollard, Anne Angus, Ruth Lynam, Robert Morse, PARIS: Frank White, Milton Orshelsky, Will Lang, Gabrielle Smith, David Snell, BONN: John Meeklin, John Mulliken, Rome: Walter Guzzardi, Jr., Dora Jane Hamblin, JOHANNESBURG: James Bell, ATHENS: Donald Burke, BEIRUT: William McHale, HONG KONG: Stanley Karnow, Seat Leavitt, TOKYO: Donald S. Conery, STUNNY: Fred Hubbard, MEXICO CITY: Harvey Rosenhouse, PANAMA: Bruce Henderson, RIO DE JANEIRO: George de Carvalho, BUENOS AIRES: Piero Saporiti, Lima: Lee Hall, PUBLISHER..... C. D. Jackson
GENERAL MANAGER..... Robert T. Elson
ADVERTISING DIRECTOR..... Clay Buckhout



How I retired in 15 years with \$300 a month

"Here's one Yankee who's fallen in love with the South! When I retired, I moved to the Florida West Coast. I go fishing in the inlets. It's a tropical paradise, yet it's near enough to drive into Tampa often. I'm beginning a new life—all because of the check for \$300 I get each month.

"My retiring came out of a business trip to Tampa in 1945. I was dining at a restaurant and happened to notice Don Nelson, a friend of mine from New York. I went over to wish him a wonderful vacation.

"Vacation? Why, didn't you know we moved down here when I retired?" "I was amazed. 'But you're too young to be retired!'"

"Nonsense!" he smiled. "It's what I'd been planning for fifteen years."

"Don invited me out to his home the next day. 'I sure envy you,' I said. 'I know I never could save enough money.' Then Don explained that he never could have retired on the investments or savings he had. But he was earning a good salary and he had found a way to use a part of that salary to buy a retirement income. It was called the Phoenix Mutual Retirement Income Plan.

"Flying home, I noticed a Phoenix Mutual ad in a magazine. Sure enough, I could get a retirement income guaranteed for life if I started young enough. When I got home, I cut out the coupon and sent for the booklet telling all about Phoenix Mutual Plans. In a few days it came by mail. And there was exactly the plan for me. If I started right then—at 40—I'd be able to retire in only fifteen years with \$300 a month.

"I felt more and more pleased and secure as those fifteen years went by. I decided on the West Coast of Florida because I had old friends in that area. And as soon as my first check for \$300 arrived, I was off. Now that I'm settled, the real fun's just beginning."

Send for free booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of from \$50 to \$300 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about the Phoenix Mutual Plans. Similar plans are available for women and for employee pension programs. Don't delay. Send for your copy now.

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

OVER 100 YEARS
OF LIFE INSURANCE PROTECTION
FOR FAMILIES AND BUSINESS

Phoenix Mutual Life Insurance Co.
353 Elm Street, Hartford 15, Conn.

Please mail me, without obligation, your free 16-page booklet showing new retirement income plans.

Plan for men ☐ Plan for women ☐

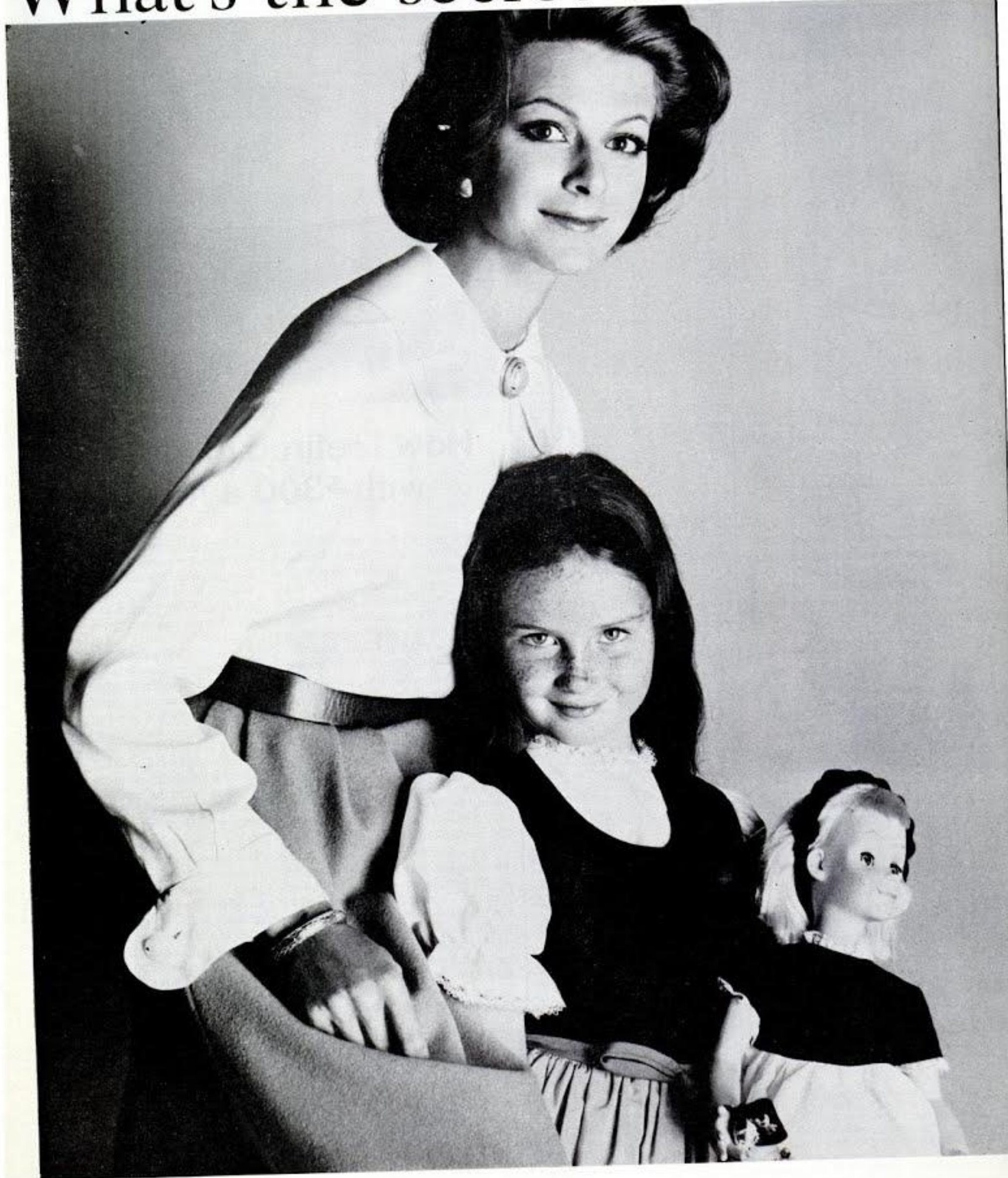
Name

Date of Birth

Business Address

Home Address

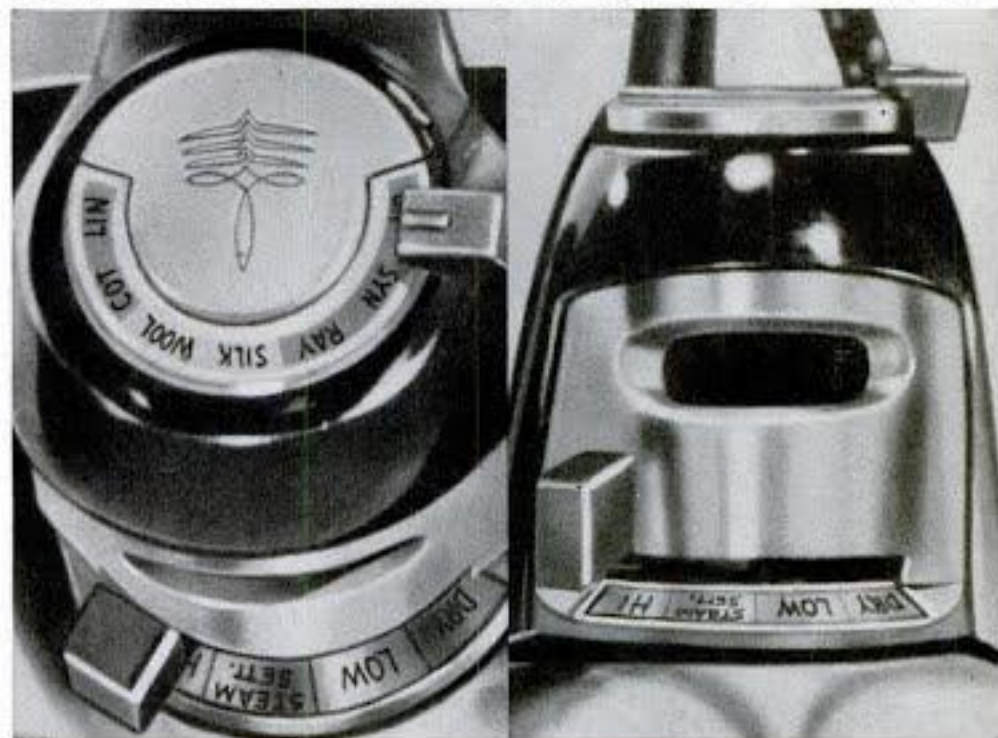
What's the secret of the best



dressed dolls on Elm Street?



THEIR SECRET? The new Select-A-Steam Iron by Universal that gives a fresh, crisp look to family clothes. It's the first steam iron that's truly safe for *all* fabrics. Yes, including delicate synthetics. And there's no need ever to sprinkle or spray—saves you lots of time every ironing day. No other iron made takes over all your ironing problems like this superb Select-A-Steam by Universal.



TWO SEPARATE HEAT UNITS, two separate controls, make the big difference in this new Universal Select-A-Steam. Other irons use a single unit to heat both iron and steam. Only the Select-A-Steam heats steam *separately* so you get lots of steam even at very low and very high settings. You can set *exact* heat, *exact* steam for each fabric. The result is perfect ironing—time after time after time. So easily, too.



THERE'S A PROFESSIONAL LOOK to your ironing, done with the new Universal Select-A-Steam. The Separate Steam Control dial has *Lo*, *Medium-Hi* and *Extra-Wet* steam settings—to give you the right amount of steam for whatever you are ironing. *Extra Wet* steam is another exclusive Universal feature designed to iron out stubborn wrinkles, press hard-worn or travel-weary clothes.



STURDY DENIMS TO GOSSAMER SHEERS! Take your pick from today's wide and wonderful range of fabrics. The new Universal Select-A-Steam is the only iron that safely *steam* irons them all. This great new iron is faster, easier to use than any other steam or dry iron. What's more, no pre-dampening is ever necessary—even for the filmiest of today's synthetics. Saves plenty of time and work for homemakers.

NEW UNIVERSAL DUAL CONTROL *Select-a-Steam* IRON

A brand new idea in steam ironing designed to make an unpleasant chore faster and easier. It's the first steam iron to end all sprinkling and spraying—*no pre-dampening is ever necessary*. Two heating units, two controls assure plenty of steam even at very low, very high heats. Irons dry, too, at the flick of a dial. Made by the people who make the famous Universal Coffeematic.

New Select-A-Steam Iron is an exclusive development of Landers, Frary & Clark of New Britain, Conn., manufacturers of quality products for better living for over 100 years.

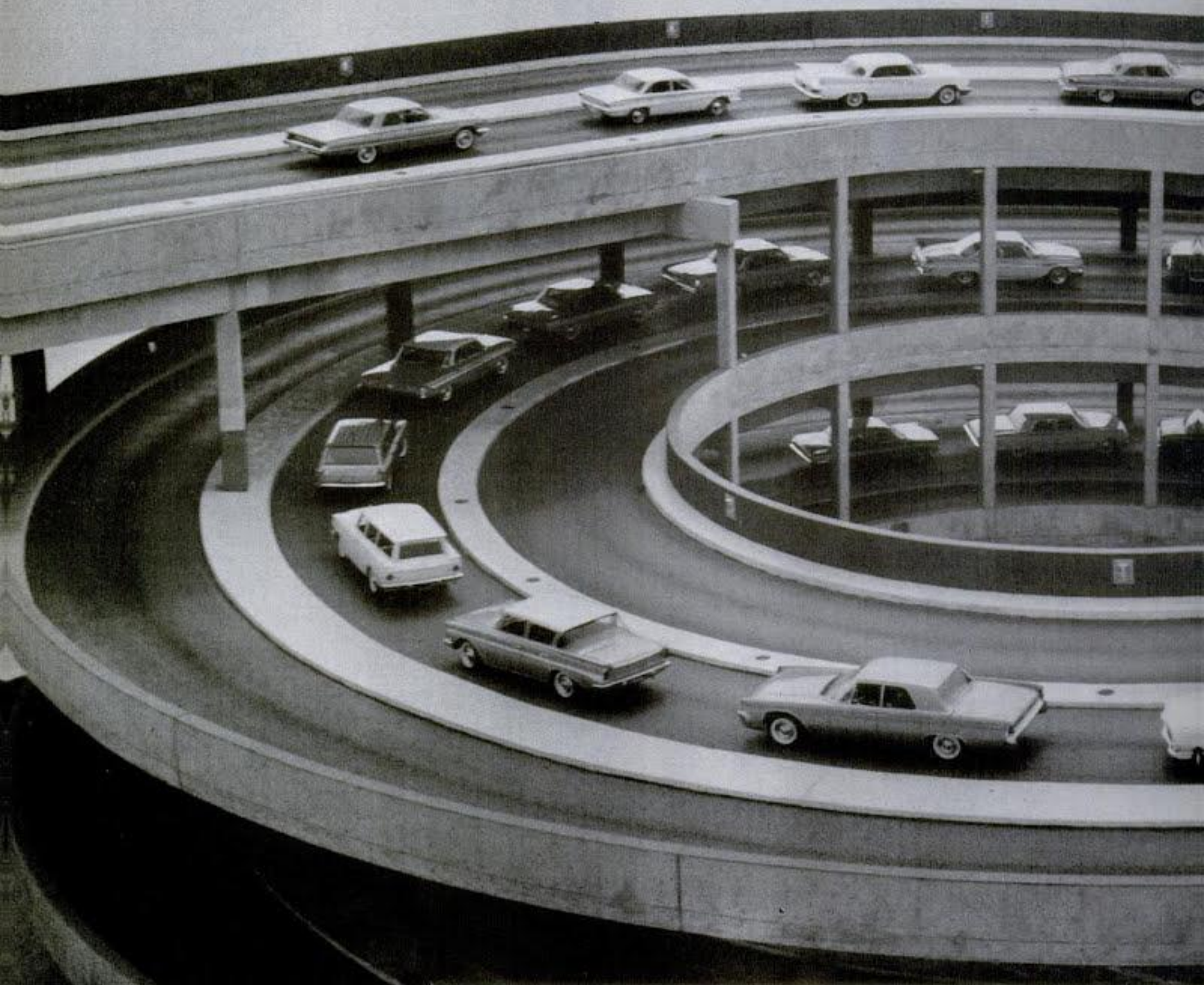


Retail Price
\$27⁹⁵

LIFE

Vol. 49, No. 16 Oct. 17, 1960

NEW '61s SPIRAL IN TO



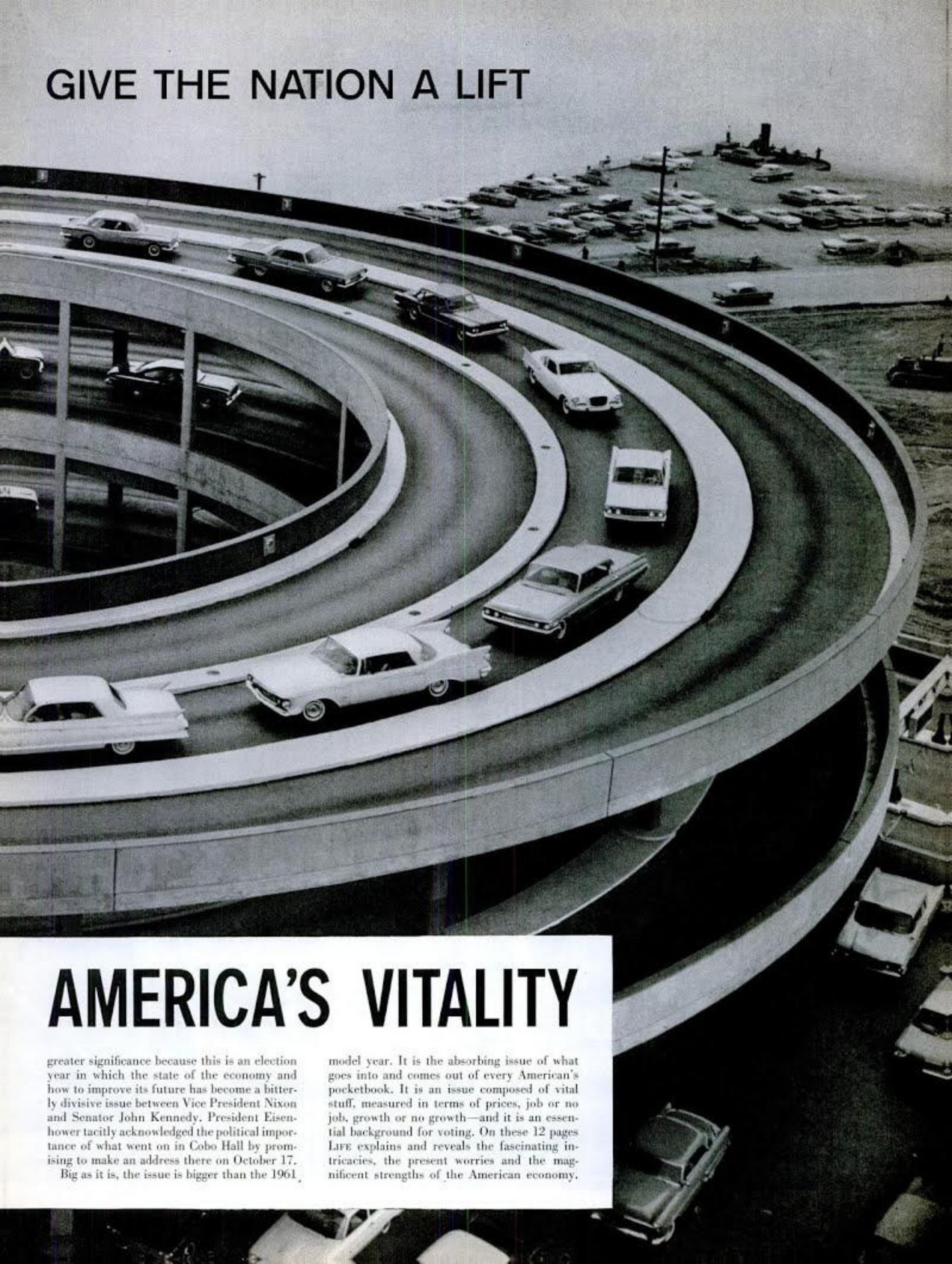
THE HOT ISSUE OF

On the futuristic ramp of Detroit's Cobo Hall, a parade of 1961 model autos spiraled down from the roof to be enshrined, almost like jewels, for this week's opening of the 43rd National Auto Show in the brand-new \$54 million exposition palace beside the Detroit River.

This was a sight guaranteed to stir excitement in the breast of a car-conscious nation on wheels. But it was more than that. The

manufacture of automobiles is one of the nation's largest industries and a major index of the health of its economy. Here Detroit hoped to learn whether the public would approve what it was offering. Here too it could be possible to foretell with fair accuracy whether the nation could expect a year of boom or business doldrums.

Detroit's splash with the '61s takes on even



GIVE THE NATION A LIFT

AMERICA'S VITALITY

greater significance because this is an election year in which the state of the economy and how to improve its future has become a bitterly divisive issue between Vice President Nixon and Senator John Kennedy. President Eisenhower tacitly acknowledged the political importance of what went on in Cobo Hall by promising to make an address there on October 17.

Big as it is, the issue is bigger than the 1961

model year. It is the absorbing issue of what goes into and comes out of every American's pocketbook. It is an issue composed of vital stuff, measured in terms of prices, job or no job, growth or no growth—and it is an essential background for voting. On these 12 pages LIFE explains and reveals the fascinating intricacies, the present worries and the magnificent strengths of the American economy.



GETTING KEYS to their cars, 1,374 licensed drivers check in alphabetically at the assembly ground.



THE GIANT INDUSTRY'S BIG PITCH FOR SALES

With Detroit's production lines turning out 28,000 new cars a day, the nation's auto dealers were engaged in a massive high-pressure campaign to attract the interest and dollars of some six million Americans who may buy cars next year. "When the new models come out," one of them explained, "that's the time you can always count on a big shot in the arm."

The unveiling of the new '61 models was a boost the dealers sorely needed, for the U.S. auto industry was fighting a paradox in the economy:



THE AMERICAN CONSUMER, SKEPTICAL BUT ALWAYS EAGER FOR A GOOD LOOK AT ANYTHING FRESH OFF



CONSOLATION PRIZE, toy Model T, goes to Joe Schie, 5, who accidentally was listed for a new car.

← **FIELD FULL OF CARS** and their drivers get ready for mass exit. Entire operation took 52 minutes.

although 1960 sales were the second highest in history, profits were down and 450,000 unbought 1960 cars still cluttered showroom floors. The industry has been battling foreign competition and interruptions in steel supply while faced with lower profits on compact cars. New models are stressing compact size, low maintenance and economical operation, all but abandoning the jukebox designs of the 1950s.

All over the country the customers—like those below at Detroit's Ver

Hoven Chevrolet showroom—came to gawk, to slip behind the wheel and put their money down. Ford dreamed up a giant promotion. It flooded the town of Flora, Ill. (pop. 5,338) with 1,374 white Fords (*above*), lending one to every licensed driver for a week's free use. Even a 5-year-old boy—by mistake—and the local Chevy dealer—as a matter of fair play—got in on the gravy. "It's the biggest thing around here since we struck oil," said one oldtimer. That's what Detroit was hoping for its whole '61 line.

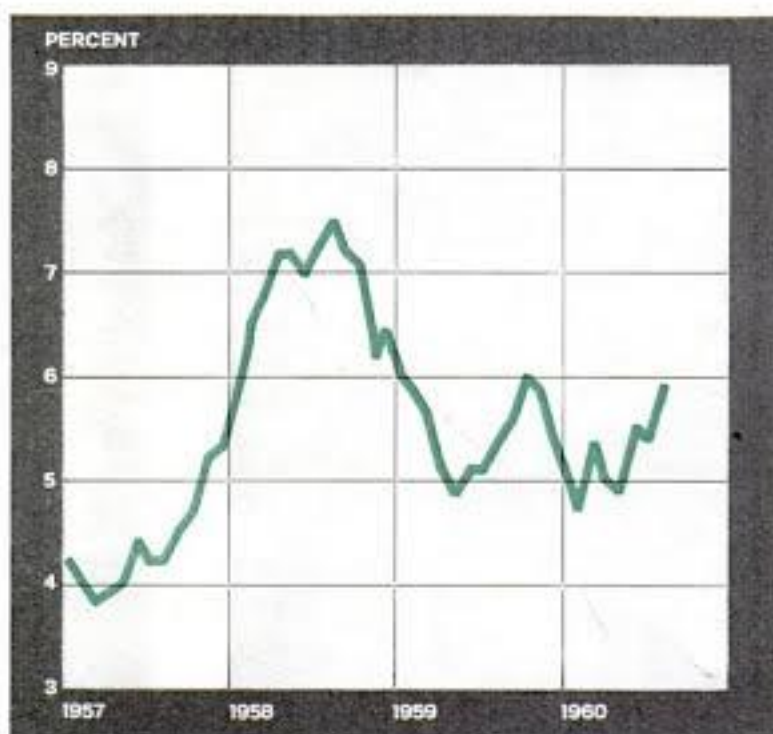


THE PRODUCTION LINE, GAWKS AT THE 1961 CHEVROLETS JUST PUT ON DISPLAY BY A DETROIT DEALER

UNEMPLOYMENT: EVER-PRESENT PARADOXICAL PEST

This chart shows the fluctuations of unemployment from January 1957 through August this year, the latest month for which figures were available. The peaks and valleys express unemployment in terms of the percentage of the total labor force who are without jobs.

Sudden changes in the state of the economy are clearly reflected here, most markedly the recession of 1957-58 and the steel strike of 1959. The current relatively high level of joblessness—just under 6%—is more difficult to explain because new factors are involved (see text). Paradoxically this high rate of unemployment, a big facet of the 1960 campaign economics issue, comes at a time when 66.5 million Americans are at work, more than ever in history.



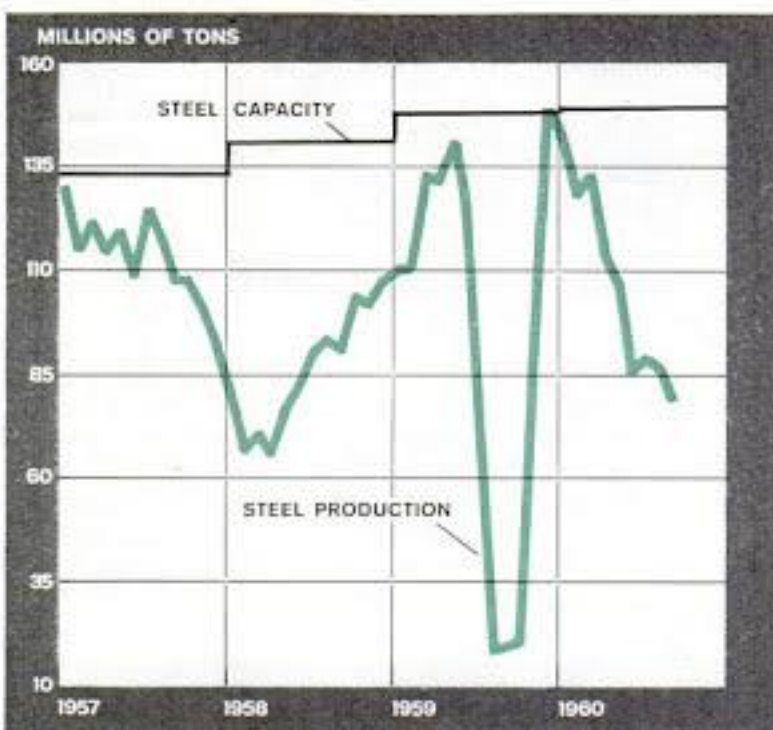
FILLING CUSTOMERS' ORDERS, BROKERS TRADE

OUR ECONOMIC

STEEL PRODUCTION: VITAL BUT ERRATIC ACTOR

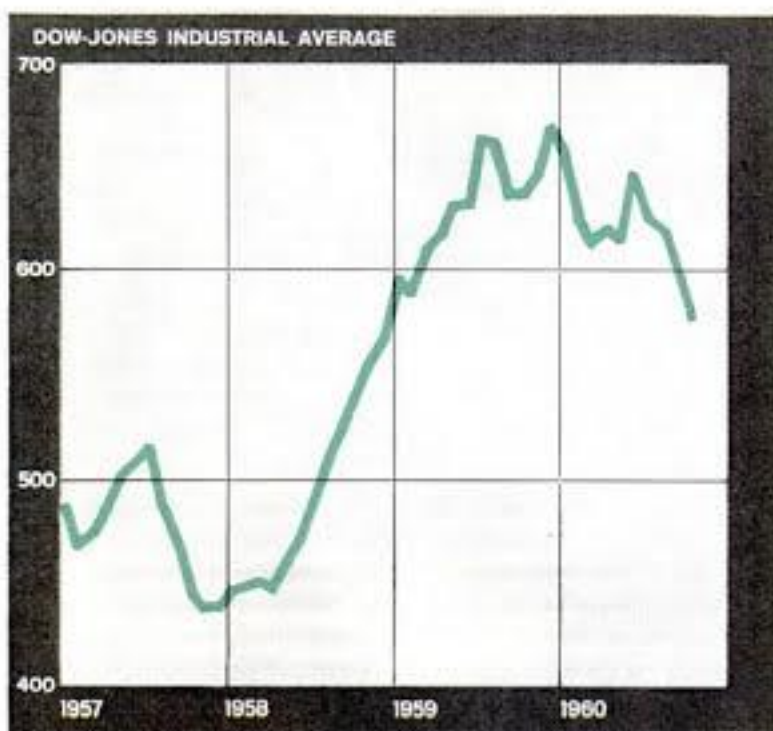
The relationship of U.S. steel production to industry's capacity—a key index in a highly industrialized economy—is traced on this chart. It shows that while capacity has gone up in fairly even steps, production has been erratic.

The huge dip in 1957 and bottoming out in early 1958 were products of the recession. The peaks and canyon of 1959 were man made. The first peak was caused by stockpiling to prepare for the strike, the canyon was the strike itself, the second peak a post-strike restoration of stockpiles by steel users. The recent decrease is worrisome but even with September production at 54% of capacity, the nation was making steel at a rate of 79 million tons a year, by all odds the largest in the world.



STOCK MARKET: SOMETIMES A FAITHFUL MIRROR

The ups and downs of the stock market are shown by the Dow-Jones Industrial average, a known and respected sample of 30 stocks out of more than 1,000 traded on the New York exchange. In the period recorded here, from January 1957 to October 1960, it appears to have mirrored or anticipated major economic trends with accuracy. It reacted strongly to the 1957-58 recession and followed the upturn of 1958 to all-time highs. The steel strike had a marked effect on it, and except for an early peak the market fell off this year even before the economy's general slippage. Because more Americans than ever—more than 12.5 million—have a stake in the market, it has become more important to more citizens' pocketbooks.



The total U.S. economy is so complex that no one can hope to see it whole. But the charts presented here come as close as possible to giving the common denominators of the economy. They present a broad yet accurate picture of its most salient features.

The charts reveal clearly enough that in late 1960, on the eve of the presidential election, the economy has lost momentum. But the charts, along with other factors, also give reason for cautious optimism.

The broad gauge of the economy, steel production, has gone down precipitately to slightly more than half of capacity. But this does not mean the nation has lost the ability to buy and use steel. With such powerful productive capacity waiting and ready, steel users have cut their inventories, buying largely to meet current needs, whereas before they tended to pile up stocks. Right now steel products—cars, machinery, building materials, etc.—are being bought by their ultimate consumers faster than steel is being made at the mills. At its best and most profitable, steel would produce about 85% of capacity.

The U.S. has been losing gold rapidly, \$2.3 billion in 1958, \$1.1 billion in 1959 and \$800 million so far this year. In 1958 and 1959 we lost it because our exports had slumped and were far too small to cover imports plus aid

GOLD BARS, ABOUT \$14,000 EACH, ARE SET ASIDE





SHARES ON FLOOR OF THE NEW YORK EXCHANGE

PATH CHARTED

and investment commitments. Now the nation's export trade is thriving again. We are still losing gold because money is leaving the U.S. for investment abroad where interest rates are now higher.

We are still the victims of inflation, but in the last two years the rate of rising prices has significantly slackened. Even under the buffeting of inflation, the real standard of living has crept upward at about 2% a year. In 1947, 50% of all American families had incomes below \$4,000 a year; now only 35% are still in that category. U.S. families who enjoy \$4,000 to \$7,500 a year have increased from 20% in 1949 to 40% today.

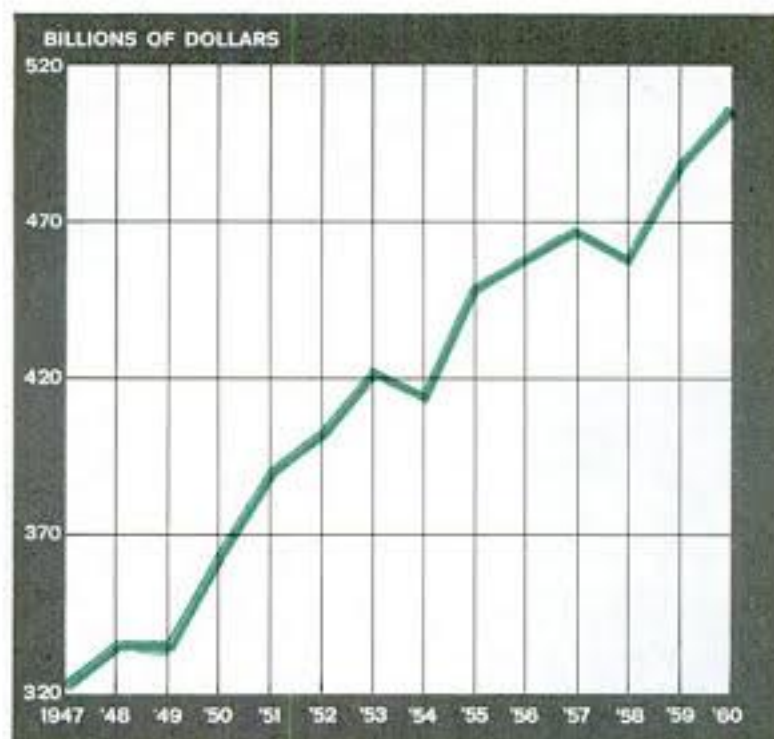
Government is constantly getting costlier. Federal, state and local governments together take 27% of the Gross National Product. But much of this is going for capital investment in the nation's welfare: schools, hospitals, highways, bridges and sewer systems.

One baffling problem is unemployment. In part it stems from the rapid growth of population and with it the labor force. An immediate cause has been the slacking off of production in many industries with accompanying layoffs. Unskilled production workers encounter increasing difficulty as their lack of education or training bars them from the skilled jobs being opened up by increasing automation.

FOR FOREIGN FIRMS IN FEDERAL RESERVE BANK



NATIONAL PRODUCT: ALL WE DO—AND ALWAYS UP

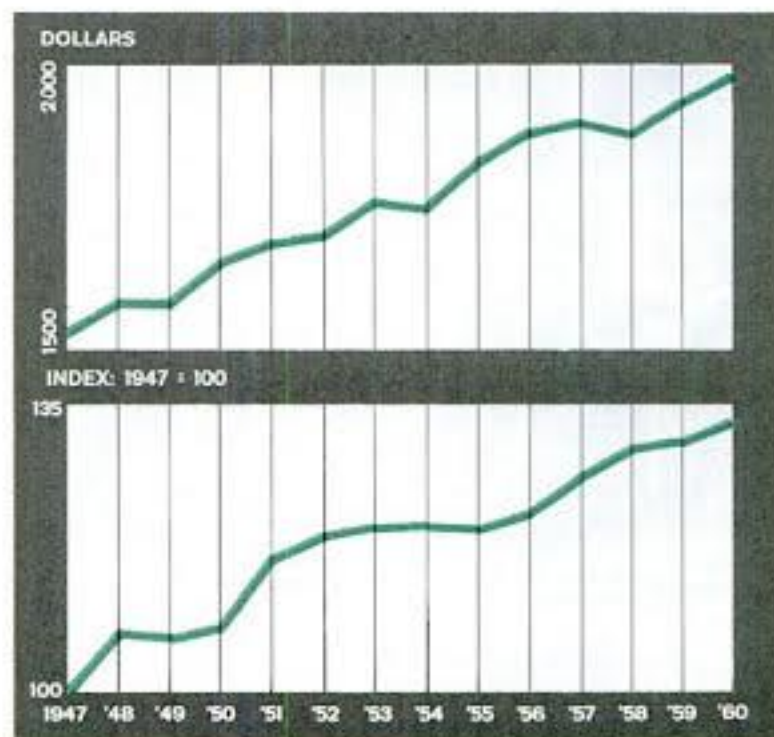


This soaring line is the main measure of the nation's vigor since 1947. It is the rise of the Gross National Product, the sum total in dollar value of everything produced from haircuts to Polaris submarines.

It reveals that from 1947, which started with a GNP of \$322 billion, the nation's output grew to \$505 billion in 1960. This is a total increase of 56%. Moreover the growth reflected here is real since it is calculated in dollars of the same purchasing power—in this case, the dollar at what it buys in 1960.

The average rate of growth throughout this period has been 3.3%, interrupted by the recessions of 1953 and 1957-58. In recent years the growth rate slowed to 2.6%, but this year it climbed back to 3.5%.

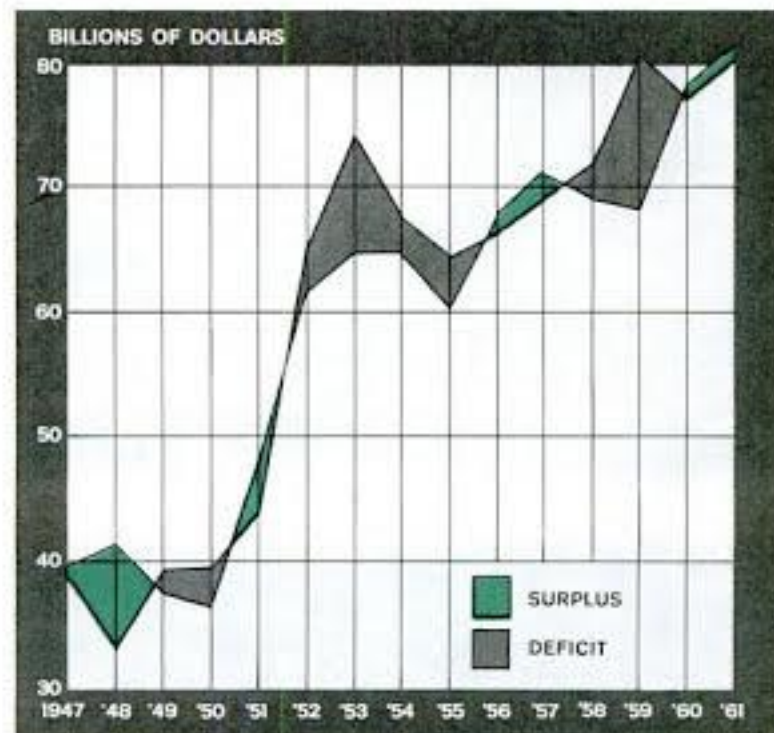
EARNING-SPENDING: A BATTLE—BUT EARNERS WIN



These two charts here show how the average American has been winning the race between higher income and the higher cost of living in the past 13 years. The upper chart shows that per capita income has risen from \$1,535 in 1947 to \$1,975 in 1960. This is a real increase since the chart is reckoned all the way in terms of the 1960 dollar.

The lower chart shows that consumer prices in the same period have gone up a total of 32%, but also, and significantly, it reveals that after a rapid price increase from 1955 to 1957, inflation has slackened off in the last two years. All in all, balancing his higher income against higher costs, the American citizen is 29% better off in real purchasing power than he was in 1947.

BUDGET: THE GOVERNMENT COSTS MORE AND MORE



The most striking fact about this chart, tracing the course of the federal budget through 14 fiscal years, is the immense increase in the cost of government. From 1947, in which budget expenditure was \$39 billion, it has risen to \$80.4 billion for fiscal 1961. The big leap upward was mainly due to the Korean war. A drop followed war's end, but in 1956 a sharp new uptrend began. Despite cold war and space race, practically all of these new increases came in nondefense areas, particularly education, farm subsidy, interest on public debt.

The crisscrossing lines of income and expenditures also reveal that, while deficits have tended to exceed surpluses in size, there have been four surpluses to three deficit periods.

AMERICA'S VITALITY CONTINUED

STABILITY, STRENGTH AND SCOPE OF A COUNTRY

Here and on the following pages, in a graphic panorama that evokes the wonderfully broad and diverse U.S. economy, an American citizen can see what the powerful productive sinews of his country are accomplishing—and can see why he is still the world's most favored citizen and need not despair.

Here are concrete accomplishments. Some, like the slowly wrought St.

Lawrence Seaway, were dreams dating back for generations. The real impetus behind others, like the space program, came as late as 1957. All have come to reality in the last eight years. But in a deeper sense these are not the products of anybody's politics. They are rather the precious gifts emerging out of the energy and the genius of a people who, though they sometimes pause, have basically never stopped growing in 200 years.



THAT HAS GROWN VIGOROUSLY IN ALL DIRECTIONS

These things portray a nation whose scope ranges from outer space, where only two nations have ventured and where the U.S. is the most meaningfully engaged, to the leisure pastimes which can enrich lives, even though they may seem frivolous to the nations which cannot yet afford them. For the most part they are the fundamental muscles of an economy: the new marvels of electronics, new ways to reach and use

the earth's basic wealth, new means of transporting it, new sources of power. But they make possible still greater values: new schools and universities, laboratories, libraries, museums; all part of the fabric of a growing culture. In what it provides for all its people the U.S. economy has no equal. Its most ardent challenger, Russia—with an economy growing faster but still only 40% of America's—can match it only in weapons.



← **SATELLITES** This is Courier, an achievement in electronics and space technology, a relay station with a mind of its own. Fifty-one inches in diameter, it is the newest of 15 U.S. satellites now in orbit and obtaining vital information on the space frontier. Russia, first up with Sputnik I, has two satellites.

NEW INDUSTRY Seven miles from the Louisiana coast, a welder installs light on an overwater structure of the world's first offshore sulphur mine, which digs down into the Gulf floor. New needs create new technologies such as this. And new technologies, such as electronics, create entirely new industries.



POWER Penstocks (24-foot pipes) of Niagara power project, the free world's biggest hydroelectric development, bring water via new channel dug as part of a record earth-moving job. The completed power plant will be operating in 1961. U.S. electric power expansion totaled 90 million kilowatts in last eight years.



HOUSING These serried rows are among the \$12,000-to-\$15,000 houses which have rapidly increased the population of Scottsdale, Ariz., from 5,000 to 40,000. New house construction is down this year, but in the last eight years the nation has invested \$100 billion to raise 11 million new housing units.



← **SKYLINES** New offices built under federal urban renewal program rise in Philadelphia's Penn Center. A total of 436 cities needing \$6 billion in construction are participating in renewal program.



HIGHWAYS Many-leveled symmetry intermixes two 40-mph expressways in Detroit. Nation has spent \$66 billion on roads since 1952, finished 9,100 miles of 41,000-mile federal-state program.



BRIDGES The 3,614-foot span of suspension bridge over Mackinac Straits is world's longest. Bridge joins many others finished in past decade that lift traffic over waterways and canyons—such as Walt Whitman Bridge in Philadelphia, Carquinez Bridge near San Francisco, Tappan Zee Bridge over Hudson River.



LEISURE To accommodate boating fans, whose enthusiasm has created a \$2.5 billion industry and crowded coasts, lakes and rivers, thousands of harbors like this marina near Miami, Fla. have been built. The cream from the top of U.S. economy has given Americans time and \$40 billion to spend on recreation.



SCHOOLS Earth mover, against backdrop of new campus buildings, works on UCLA expansion program expected to cost \$247 million by 1966. Nation needs over 100,000 new precollege classrooms.

SEAWAY U.S. cruiser *Macon* threads Welland Canal on St. Lawrence Seaway. Built by U.S. and Canada and finished in 1959, seaway opens Great Lakes to Atlantic traffic, means new Midwest trade.



CONTINUED

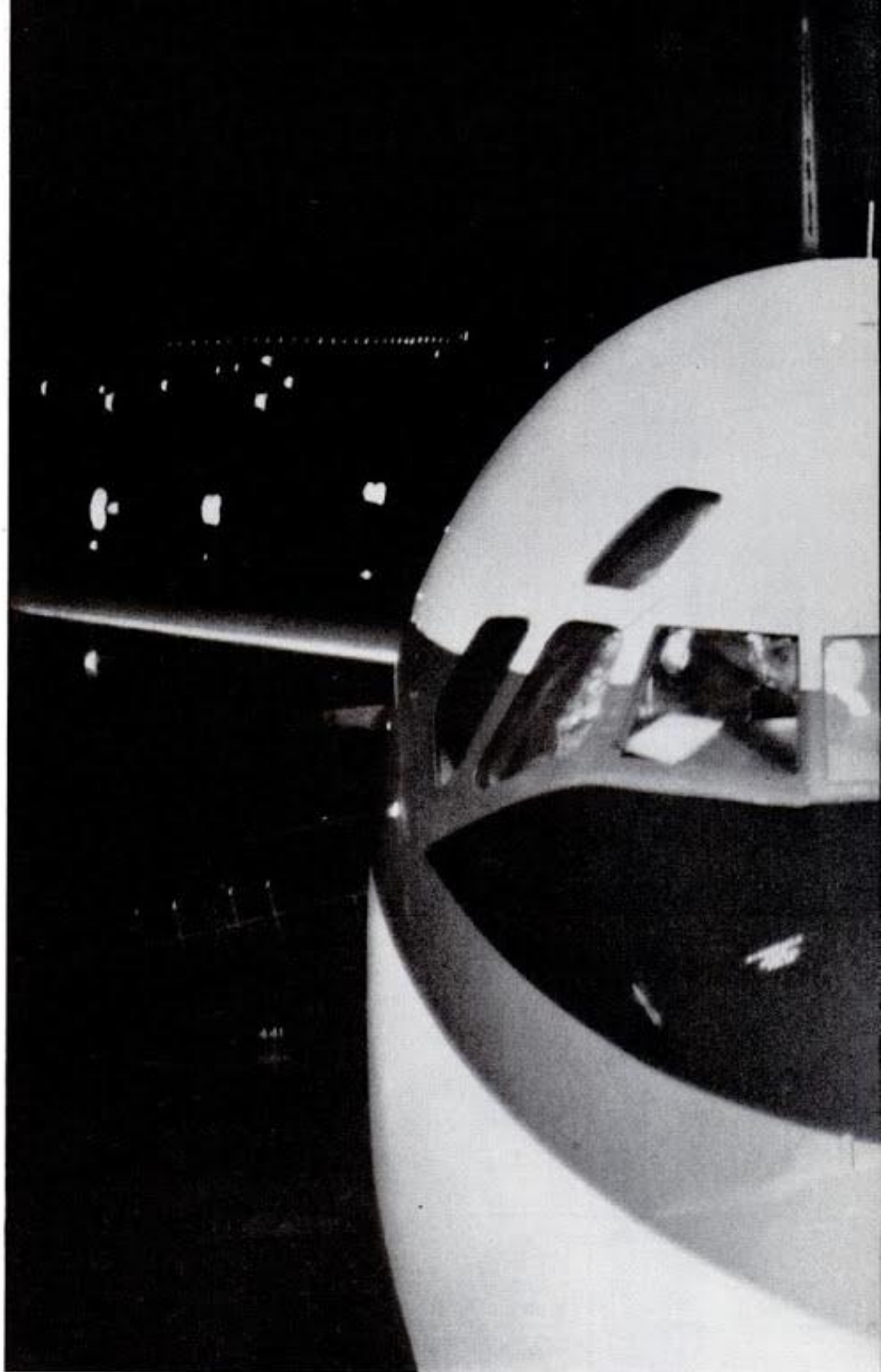
Copyrighted material

WHAT'S AHEAD, CAMPAIGNERS' VIEWS ON THE U. S. ECONOMY

Americans flock through the glittering new air terminals, going to or coming from planes that carry them throughout their own land and all around the world. They are the most mobile and unhampered travelers on earth and, in the end, they and their ability and freedom to move and to do everything else they do and do it constantly better—all these are what the economic issue in this campaign is all about.

More radically than on any other single issue, the two candidates and their parties disagree on how best to deal with economic policy. Their stands are set forth in their own words below and are evaluated in the editorial on the next page. An essential difference lies in Democratic emphasis on lowering interest rates and making money easier to borrow. It is called "loose money" by the Republicans, who emphasize "tighter" money to insure against inflation. To a voter considering the economic issue, the choice is really based on which presidential candidate will insure that the U.S. sustains the greatest and most soundly based prosperity the world has ever known.

JET AGE Only seven hours from Paris, → two girls wave goodbye as they board Pan American DC-8 at New York's Idlewild. Tailored to the jet age at cost of \$330 million, Idlewild this year will handle 8.5 million passengers. From its maze of runways spread over 5,000 acres, 640 flights take off and land each day. Plans for another huge jet airport to service New York City are already being made.



BACKGROUND

DEMOCRATIC PLANK ON THE ECONOMY

GROWTH: Pledges to nearly double economy's annual growth rate to 5%.

MONEY AND CREDIT: "Will end the present high interest, tight money policy." Asserts growth will expand output, which will keep down prices, as well as yield \$40 billion more in taxes to keep budget balanced.

TAXES: Promises to close tax loopholes, specifically inequitable dividend income exemptions, "scandalous" business expense deductions, inequitable depletion allowances (i.e., 27½% on oil well income).

EMPLOYMENT: Pledges \$1.25 minimum wage and cut in unemployment.

PUBLIC SPENDING: Favors federal aid for depressed areas, housing, medical care, the aged, the disabled, urban development and teachers' salaries.

REPUBLICAN PLANK ON THE ECONOMY

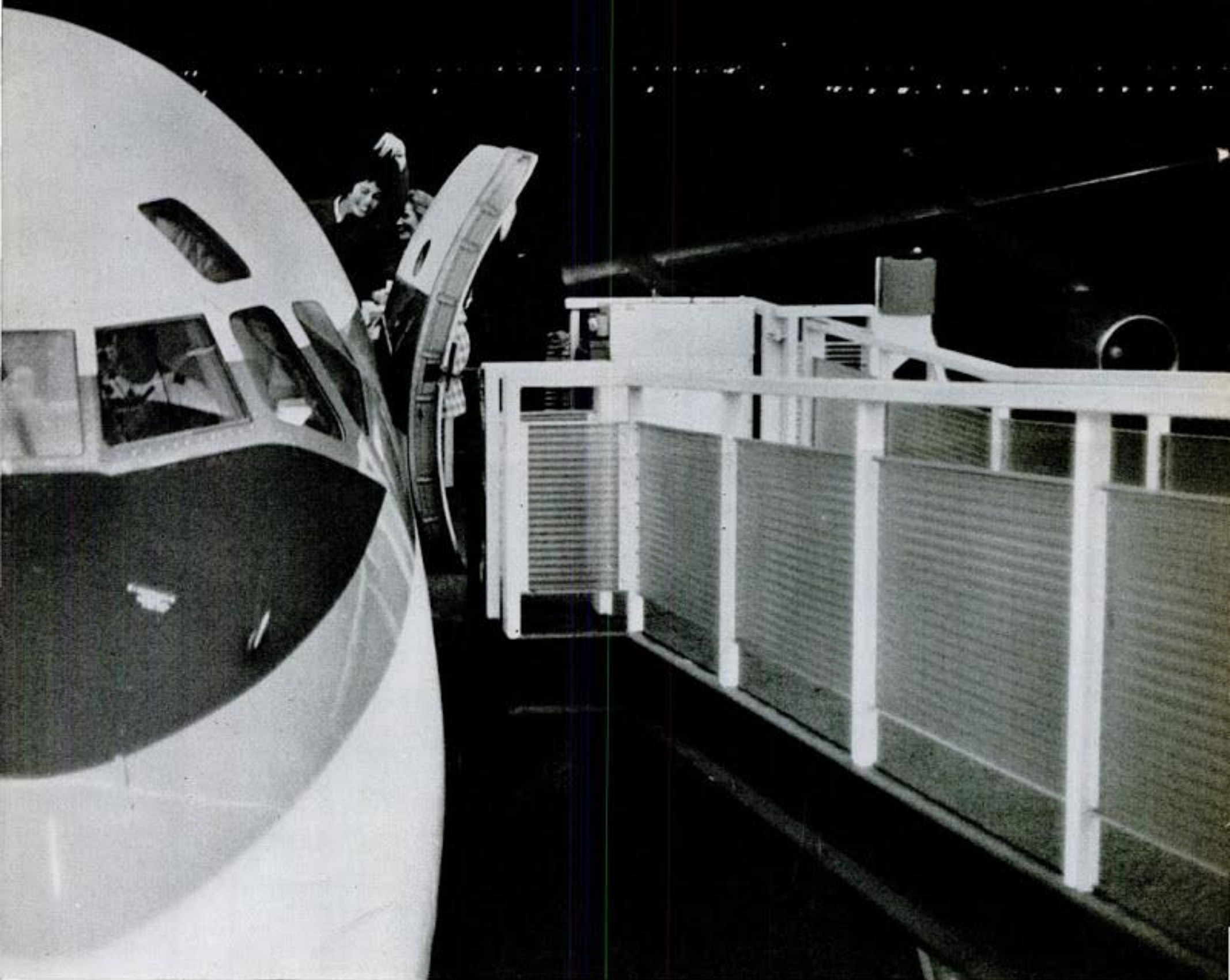
GROWTH: Asserts we're doing fine but can and must do better. Would encourage growth especially in economy's private sector.

MONEY AND CREDIT: Pledges "maintenance of a stable dollar." Rejects a "loose money" policy. Says government must pay as it goes and that Federal Reserve's control of money and credit must be preserved.

TAXES: Promises tax reform to foster growth and creation of jobs.

EMPLOYMENT: For "higher minimum wage," "even higher" employment.

PUBLIC SPENDING: Favors federal aid for classroom construction, expansion of social security benefits to aged. Would test all federal spending by value to "the general welfare, not to any narrow interest group."



FOR VOTING

WHAT KENNEDY HAS TO SAY ABOUT ECONOMY

"The country is standing still . . . last year the U.S. had the lowest rate of growth of any major industrialized society . . . in the first six Republican years [the economy] grew half as much as in the last six Truman years."

"A really healthy rate of growth . . . would have given a family of four, on the average, an additional \$1,300 a year between 1953 and 1959."

"Every American who financed a home . . . auto . . . TV set . . . has suffered from this high interest rate policy. . . ."

"We have the abundance to eventually eliminate poverty. . . . But it will take effective policies of full employment, a higher minimum wage, better social security, more slum clearance and aid to depressed areas."

WHAT NIXON HAS TO SAY ABOUT ECONOMY

"They [our critics] invite us to join them in . . . the most fashionable political parlor game of our time . . . growthmanship."

"It is not necessary [for Kennedy] to tear America down in order to build her up."

"Anyone who thinks America has been standing still hasn't been campaigning in America."

"When we look at the growth of the Gross National Product this year, a year of recovery, we find it is one of the highest in the world today."

"If America stood still . . . the Soviets would [have to] build eight Grand Coulee dams a year from now until 1975 to catch up [in power production]."

PART I: NIXON'S DOMESTIC PROGRAM AND PHILOSOPHY ARE FAR BETTER THAN KENNEDY'S

While foreign policy has only begun to get adequate attention from our presidential candidates, the domestic issues have been pretty well threshed out. So far as these issues go, *LIFE* believes that Nixon would make a much better President than Kennedy.

The Senator has tried to relate his domestic program to the cold war by the device called "growthmanship." He harps on the comparative rates of increase in the gross national product of the U.S. and U.S.S.R., always to the disadvantage of the U.S. He employs this statistical scarecrow to justify bigger and bigger federal spending and cheaper money. He claims that big spending and cheap money are necessary to keep us ahead in the life-and-death race with Communism.

There are three things wrong with this pitch. First, over-all growth rates have very little to do with the cold war. Second, Kennedy's program is less likely to produce real economic growth than Nixon's. Third, a souped-up race of GNPs, Kennedy style, would lead to a degree of statism, controls and inflation in the U.S. economy which most Americans don't want.

The U.S. economy is at least twice as productive as Russia's and likely to remain so. The sensible way to assess this race is in the specific areas where it matters. Over-all military readiness matters more than steel capacity. The quality and scope of our educational system matter more than the annual crop of engineers. The strength and flexibility of the whole American economy matter more than its GNP.

Sometimes Kennedy gives growthmanship a different twist, as in Detroit on Labor Day. By keeping our growth rate below par, said he, Eisenhower has shortchanged every American pay envelope by \$7,000 in eight years. Thus are private greed and cold-war patriotism made interchangeable reasons to vote for Kennedy. Nor do the wonders of growthmanship end there: it is self-financing! Apart from cheaper money, a policy discredited in the Truman years, the only means Kennedy has spelled out for increasing the growth rate are increased federal expenditures on welfare, slum clearance, education, housing, farm subsidies, foreign aid, depressed-area relief, public power development and everything else in the Utopian Democratic platform. These expenditures, he argues, will stimulate the very tax revenues (at present rates) needed to pay for them. This is economic sleight of hand. The real result would be to swell the power of bureaucracy over individual economic freedom and to revive the dangers of inflation.

Nixon's program amply covers all our serious national needs, from medical care to civil rights. And Nixon's goals include one big one that Kennedy mutes. This Nixon goal is to maintain and advance the American Free Enterprise system.

"I am an economic conservative," says Nixon, "because I believe conservative economic policies provide the surest and best road to progress for the great majority of the American people." These policies include:

- ▶ A sound and stable dollar.
- ▶ A sense of limits on federal power. Says Nixon: "I just do not accept the philosophy that Big Brother knows best . . . government should spend as much as it *needs* to, but no more."
- ▶ A sympathetic understanding of what a free economic system needs to function at its best. This understanding is well illustrated by Nixon's program for stimulating our economic growth. In contrast to Kennedy's spending-and-cheap-money formula, Nixon has his eye on the rate of real investment, especially private investment. He would encourage it, and so improve productivity, through tax reform and the removal of "artificial props to inefficiency," whether labor's props or management's.

Nixon sometimes complains that his economic program "has no political sex appeal." We wonder. It may not win that voter in

Saginaw, Mich. who recently explained, "There's a little more money in the streets when the Democrats are in office." But Nixon should be able to count on voters with enough sense to ask what *kind* of money: how stable in value tomorrow and next year, how free of political strings from Washington, how much real work it motivates and rewards.

The difference recurs in Nixon's and Kennedy's approach to the farm problem, our No. 1 domestic scandal. Neither candidate's remedies are nearly so surgical as the problem requires. Each offers some ingenious ways to use present surpluses. But when it comes to balancing future supply and demand, Nixon at least aims at licking them through a free price system and so ending direct controls and huge subsidies. Kennedy advocates the same high price supports that created the present surpluses, plus controls which Henry Wallace says would have to be "stricter than they have in most Communist countries." Kennedy's plan would raise food prices, turn farmers into federal dependents and deny the taxpayer even a distant hope of relief.

Kennedy rightly claims New and Fair Deal parentage for his New Frontier. Kennedy is less blindly prolabor, less demagogically antibusiness than F.D.R. and Truman, but like them he sees national progress not as the achievement of a free people, but as "the big assignment, the big task, the big function of the federal government."

How did able Jack Kennedy ever get entangled with this drive toward statism? A bold youthful vision of power, his country's as well as his own, is part of the reason. But a clearer explanation is his fascination with the mechanics of power in the Democratic party. By his own account he was interested in these mechanics before he became aware of political ideas. National power, for an aspiring Democrat, still depends on the coalition of dissident but purchasable minorities that F.D.R. first put together. Jack became a "liberal" (the trade name for this coalition) about the time he began to explore the route to the presidency. Lacking those urgent needs for reform that powered the New Deal with idealism, the "liberal" coalition today is merely synthetic and opportunistic. No coherent political-economic philosophy unites it (certainly not Jack Kennedy's). The New Frontier is a synthesis of the reasons Harvard professors think the people may have for voting Democratic.

Then what about Nixon and his brand of Republicanism? They are of course wholly at home among the complexities, growing points and pitfalls of a modern general-welfare state. But they can govern ours better because of their special and sympathetic knowledge of the Free Enterprise system. This system has its costs, its downs as well as its ups (*see page 28*); but it is our greatest economic asset, worth preserving and using to the full.

The Free Enterprise system is today flourishing as never before. From Tokyo to Rome, from Ottawa to Buenos Aires, it is now the world system of advancing prosperity for all men. It is the most open economic system ever devised, the safest for man's political freedom, the most congenial for the pursuit of his other and greater goals. Americans, who have brought this potent and genial system to its present high state, have good reason to advance it further. A Nixon administration will do that. And given an economy healthy and free, we can be sure of tremendous progress in nearly all fields of human endeavor.

If freedom and the good life for all men are our goal, Nixon will bring it closer by adapting this system for its expanding task. But neither freedom nor a good life will be safe anywhere until the great political struggle for the world is settled, and the menace of Communism brought under control. That, the foreign policy issue, is overriding in this campaign. We shall assess it next week.

"To make the best, begin with the best—then cook with extra care."

*This ad appeared
39
years ago...*

"3-minute" men
About three minutes' preparation, and the biggest part of your meal is ready to eat—the best part too. Quickly prepared, delightful, wholesome, this splendid food is a favorite in the modern household.

Campbell's Tomato Soup
A puree of luscious red-ripe tomatoes fresh from the vines, daintily prepared in Campbell's famous kitchens, with choice creamery butter, granulated sugar and other savory ingredients. There are many tempting ways to serve it. Order a good supply and keep it handy.

12 cents a can

Campbell's
CONDENSED
TOMATO
SOUP

Have you checked the price of Campbell's Tomato Soup lately?

Anyone that goes to the store or pays the bills knows what's happened to prices over the years. That's why we thought you might be interested in this advertisement that ran for Campbell's Tomato Soup on July 2, 1921.

It shows that the price was 12¢ a can. If you have a grocery store advertisement handy—or if your memory is really good, we think you'll be mildly amazed to find that this is just about the same price you pay today... same size can, of course.

The same kind of price story—though in varying degree—can be told about the other Campbell's Soups.

Of course, we can't take all the credit. The happy reason that Campbell's has been able

to buck the tide of rising prices is partly you, partly the grocer and farmer, and partly us. You, because there are so many more of you these days, and because you seem to like our soups more and more as time goes on. And it's the grocer and farmer, of course, because each has become increasingly efficient... the farmer in producing, and the grocer in serving you.

As for us, we just naturally like to make soup. We like to make it as good as we can and bring it to you for as little as we can. And we find ways to do this better as we go along.

This seems like a good time to tell you that we find this a very pleasant relationship, indeed—and we thank you.

Campbell's
Quality

- Soups
- Frozen Soups
- Tomato Juice
- Pork & Beans
- V-8 Cocktail
- Vegetable Juices
- FRANCO-AMERICAN Products
- SWANSON Products



Five leading regional oil

HUMBLE America's Leading Energy Company

To serve you better from coast-to-coast, Carter, Esso, Humble, Oklahoma and Pate have joined hands to form the new Humble Oil & Refining Company. The name comes from an oil field and a town near Houston, which was the origin of Humble Oil Company about 50 years ago.

As the nation's largest domestic oil company, Humble produces oil and natural gas from nearly 18,000 wells...has 42,000 employees...operates nine great manufacturing plants, including the nation's two largest oil refineries...transports oil energy via tanker, barge, tank car, truck and pipeline...

and is a leader in energy research, converting oil into hundreds of useful products.

Now, this great new company combines all these resources to bring you "Happy Motoring" products and services through more than 30,000 service stations coast-to-coast.

The new Humble company is a leader in the petroleum industry in resources, manpower, skill, experience and research. This leadership promises you continuously improved products like the remarkable new Uniflo Motor Oil...not only for your automobile, but for the growing needs of America.

Copyrighted material

"Now... from Coast-to-Coast"



companies become one!

RECOGNIZE US
COAST-TO-COAST
BY THESE FINE
TRADE MARKS

HUMBLE
OIL & REFINING COMPANY



WAKE UP TO TANG!



Breakfast on a terrace, looking southeast at the United Nations, New York.

NEW AMERICAN HABIT: INSTANT TANG FOR BREAKFAST

(more vitamin C than orange juice)

High above the busy city, overlooking the East River in New York, this breakfast begins with a refreshing glass of TANG.

On millions of other breakfast tables throughout the land, TANG now comes first. People prefer the lively, wake-up flavor. And TANG is kind to people—never, never acid-y.



TANG gives you more vitamin C, glass for glass, than fresh or frozen orange juice. More vitamin A than tomato juice.

Make TANG in seconds, by the glass or quart. Just mix with ice cold water. No squeezing or unfreezing. Perfect for breakfast, great any time of day. Try TANG—it'll become a habit with you, too!

A LOOK AT THE WORLD'S WEEK



A STATUE CHIDING KHRUSHCHEV

An Indonesian statue in a U.N. lounge appeared to be chiding Premier Khrushchev—something many at the U.N. wanted to do after K.'s eruptions. The Russian continued to attack the West and woo the underdeveloped countries. He gained some ground by calling for a summit after

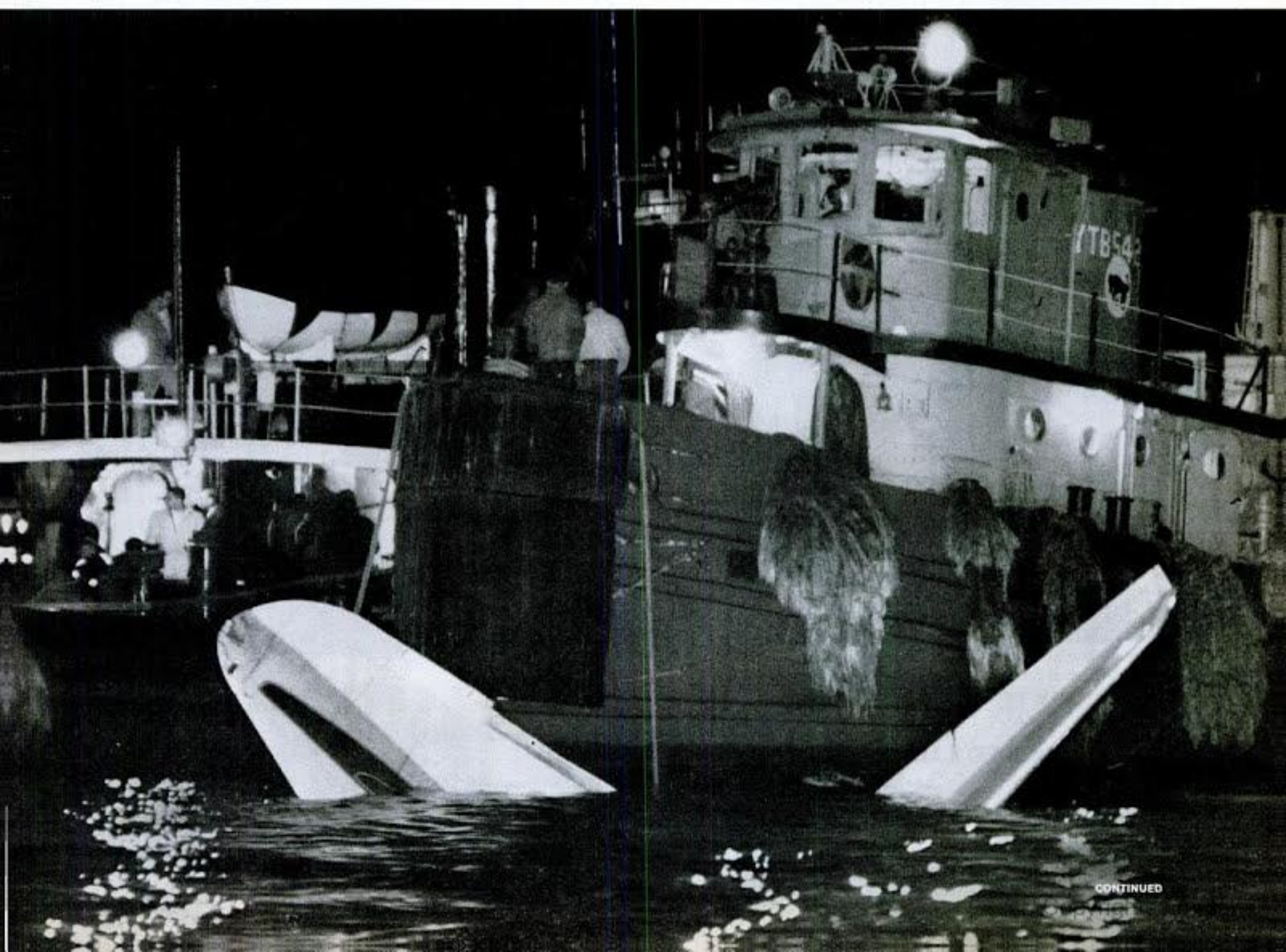
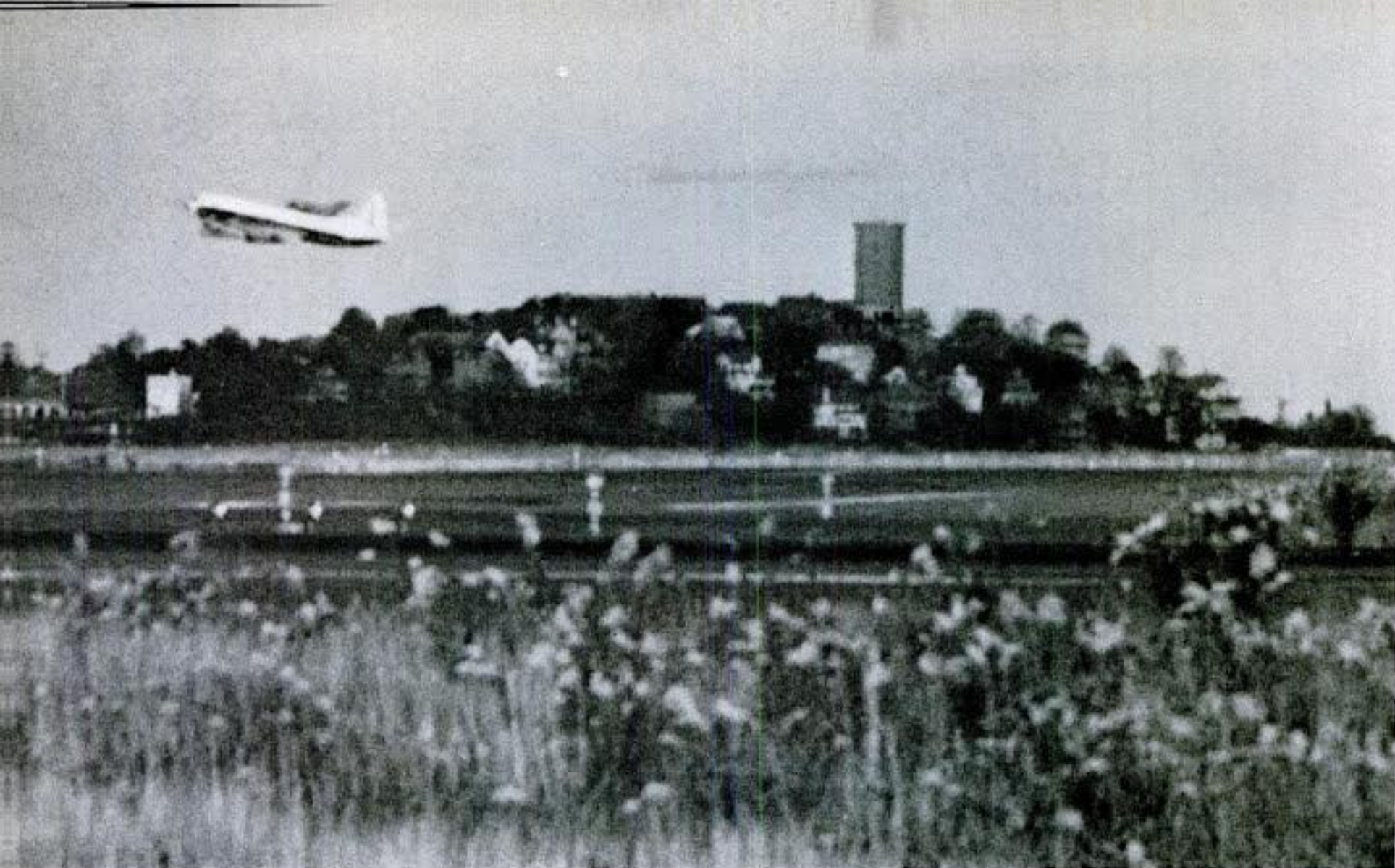
five neutrals reluctantly withdrew their demand that he and President Eisenhower meet. The West gained support in its backing of U.N. Secretary Hammarskjöld. And though the U.S. won on the question of keeping Red China out of the U.N., this time it was by only a narrow margin.



A ROUTINE TAKE-OFF—AND THEN TRAGEDY FOR ALL BUT FEW ON AN ELECTRA

What appeared to be an ordinary take-off in an amateur photographer's picture (*above*) turned, seconds later, into tragedy. Taking off from Boston's Logan Airport, the turbo-prop Lockheed Electra suddenly burst into flame, plunged into Winthrop Bay carrying 72 passengers and crew. Only 11 lived, floating to the surface to be picked up by residents who rowed out in canoes and skiffs. A few, like Stewardess Joan Berry, had minor cuts; others were unconscious, like Albert Nordin, being boated in with her (*left*). Nordin, one of three survivors of 15 Marine recruits on the flight, was hospitalized (*below*) with a broken leg. A Navy tug hauled out the nearly intact tail (*right*). An investigator for the Federal Aviation Agency said the Electra, fifth to crash in less than two years, may have gone down because a flock of starlings had been sucked into its air feeder.





CONTINUED



RIDING OUT A FRENCH FLOOD

A citizen of Brive in southwest France managed to have some sport during one of the country's worst floods and paddled his kayak down the street at second-story level. Rivers rising from heavy rains left thousands homeless.



GAITSKELL GOING OFF STAGE

Walking off stage, Britain's Hugh Gaitskell looked downcast, for his Labor party had in effect walked off stage too. Leftist trade unionists won the party's annual conference over to unilateral disarmament for Britain and anti-NATO stands. This and the deep split it betokened meant that the old Labor party was dead as a coherent political force.

LBJ IGNORED LADY BIRD →

In Evansville, Ind., the vice presidential candidate was faced with an attentive audience—and an urgent note from his wife. But Senator Johnson ignored Lady Bird's advice that he must get to the next stop, kept on talking.





Fiat prices start as low as \$1098 at port of entry, New York. The Fiat 600 shown is priced at \$1398 p.o.e. 18 models to choose from, sales and service everywhere in the U.S.A. and Canada.

COSTS MORE TO PARK THAN DRIVE

Parking meters can eat up quite a few dimes every week. But the Fiat 600 uses less than a dime a day to wheel you all around town.

Now this may sound like a strong claim we'll admit, but there is no disputing facts. The fact, for example, that Fiat delivers a steady 40 miles to a gallon of regular gas—operates for less than a penny a mile.

And this fact. That the Fiat 600 carries a price tag that is actually over \$200 *less* than comparable models of the two leading French and German imports.

And this fact also. That Fiat's low price *includes* whitewall tires, heater, electric windshield wipers, windshield washers, turn signals, leatherette interiors and fold-down rear seats.

Really, how can you go wrong? If you're looking for a car that's fun to drive and a breeze to park, that packs more zip and sparkle than a batch of Chinese fire-crackers, the answer is Fiat—in spades.

And think of all the money you'll save! You could end up a millionaire!



CARRIES YOU IN STYLE FOR

LESS THAN A PENNY A MILE

Fiat Motor Co., Inc., 500 Fifth Avenue, New York 36, New York • For overseas delivery or rental, see your nearest Fiat Dealer, travel agent or write to the Fiat Motor Company.



That's not the only thing you've outgrown!

You've changed a lot since the army. You're taller. Your shoulders are broader. You've filled out.

There have been other changes, too. You now have a family. You've moved up from a small apartment to your own house — with a mortgage. Your *circle of responsibility* has certainly grown with the years.

Has your insurance kept pace with your growing responsibilities? Can it provide the protection you now need?

The best thing, the wisest thing to do when your insurance no longer fits your needs is to call The Man from Equitable. Let him help you work out a Living Insurance program designed to cover your *circle of responsibility* as it exists today.



THE EQUITABLE Life Assurance Society
of the United States
Home Office: 393 Seventh Avenue, New York 1, New York ©1960

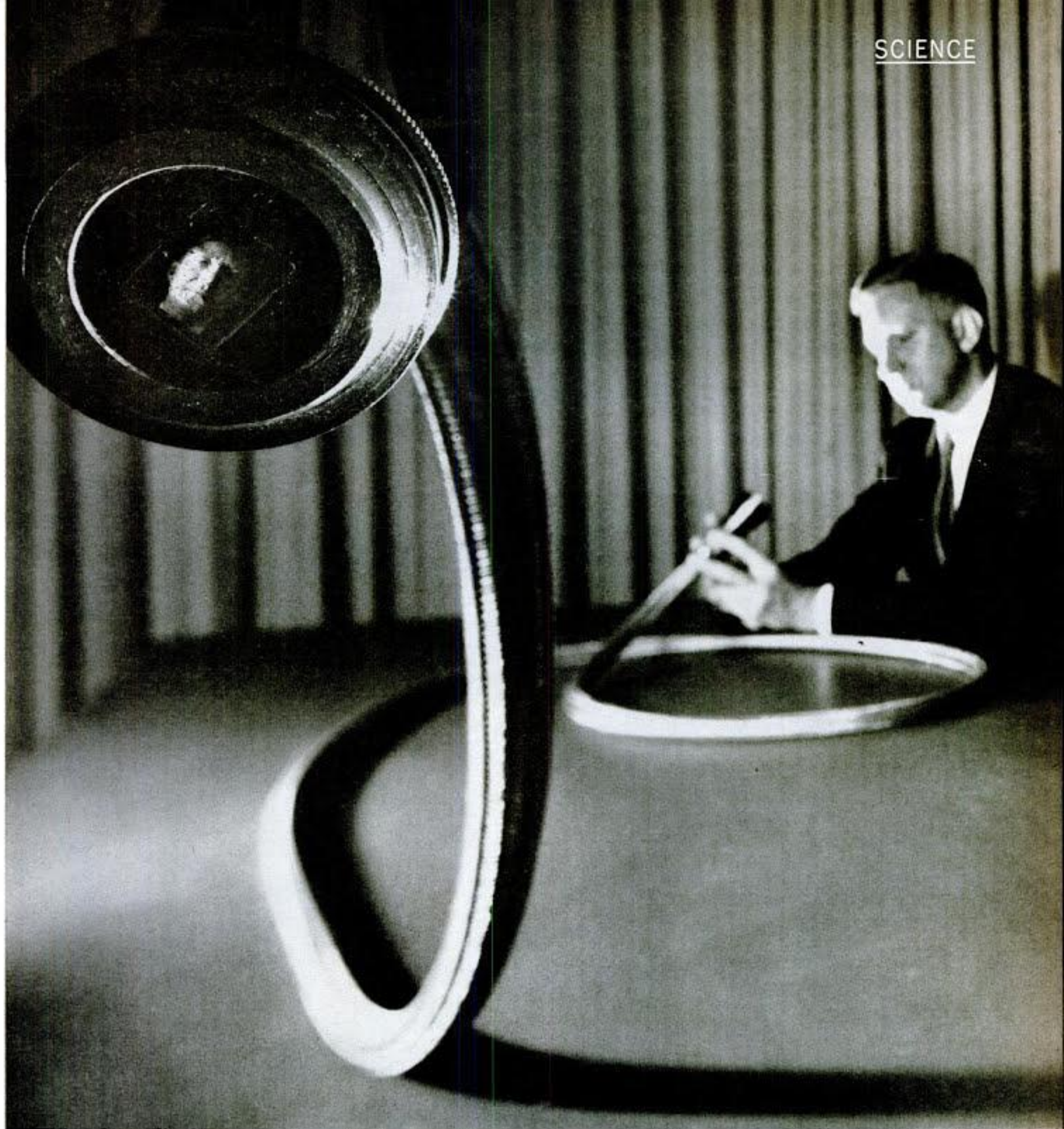
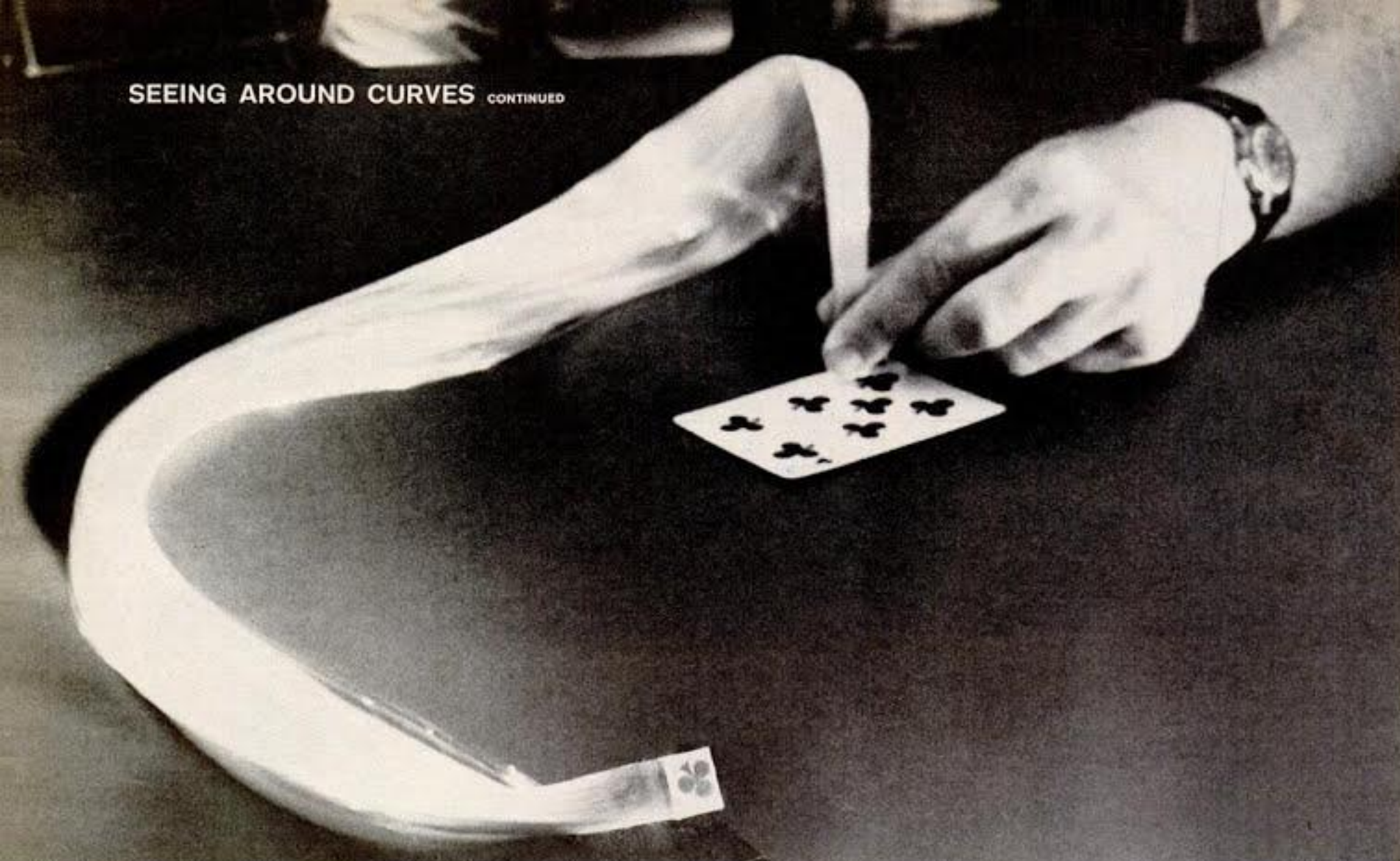


IMAGE SEEN IN COBRALIKE FIBER OPTICS CABLE IS FACE OF AMERICAN OPTICAL COMPANY'S DR. WALTER P. SIEGMUND, PEERING IN AT THE FAR END

New Way to See around Curves

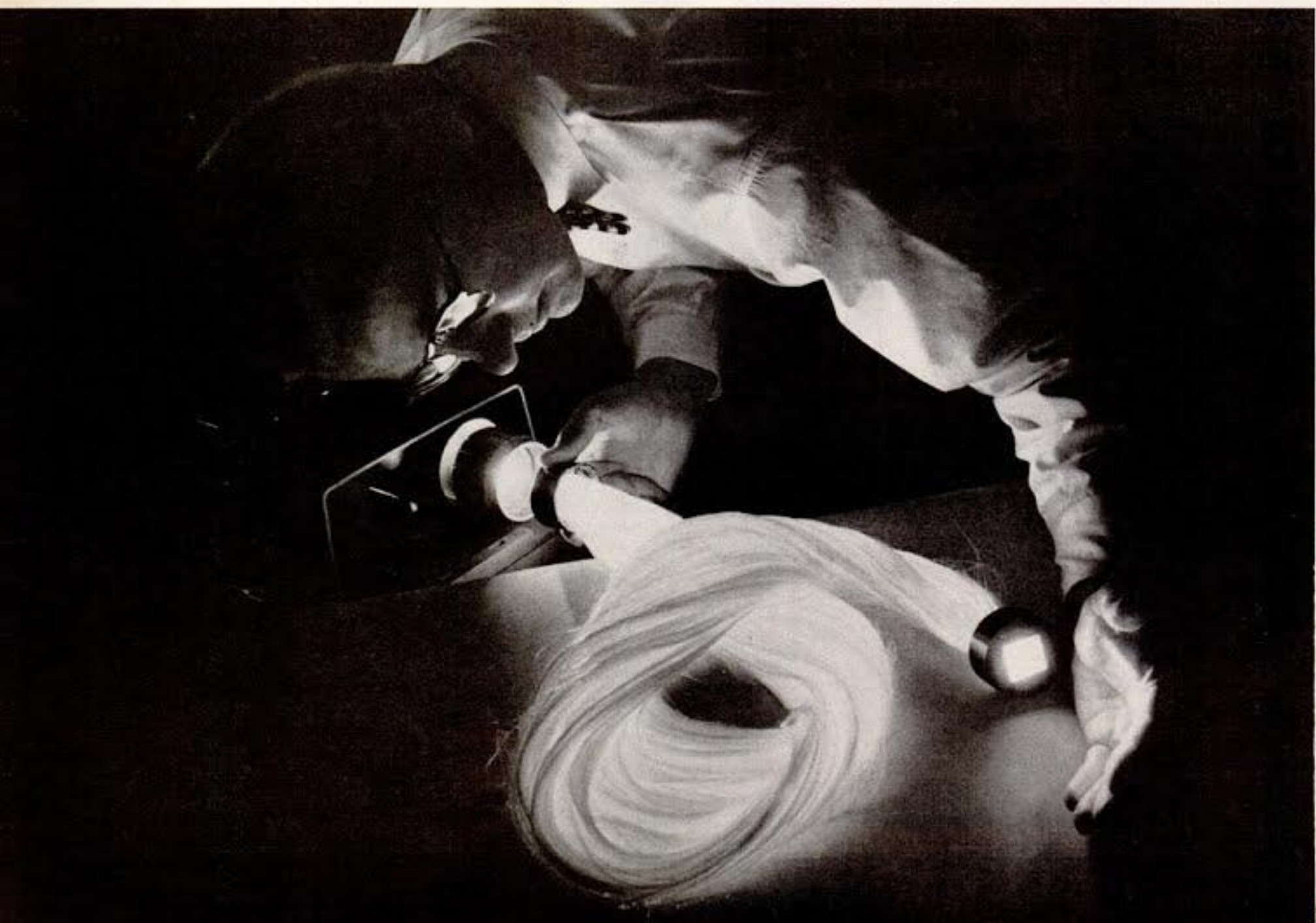
Scientists have discovered a startlingly ingenious way to transmit images around corners and a whole new American industry is being born. The trick is done by means of a snakelike "fiber optics" pipeline made up of thin glass fibers put together in a slender, flexible, cablelike bundle. One end of the pipeline is pointed at the subject (*above*). Each individual fiber picks up from the subject a tiny dot of light which is transmitted intact along the fiber. At the other end of the bundle, the mosaic of dots forms an image.

The principle on which fiber optics is based is an old one. Light passing through a medium like glass or water will, if it strikes the surface at a certain angle, bounce back instead of coming through—as it does through a window, for example. In a glass fiber, once light is trapped, it keeps bouncing from wall to wall until it comes out the other end. This neat laboratory trick has burgeoned into a thriving little industry whose fast-growing list of new products (*p. 52B*) seems likely to turn it rapidly into a thriving big business.



ROUND-TRIP TRICK (*above*) shows how to get pictures from dark places. One end of a light-tight tube is placed snugly over a club on a playing card. Light enters nearest end of tube, goes to card and comes back with a picture of the club.

THE TRANSMISSION PRINCIPLE in fiber optics is demonstrated (*below*) by Bausch & Lomb's Corwin Brumley, using uncovered bundle of 500,000 fibers to show how light from strong source is sent around curves to light his hand.





When you're weary with

DAY-END FATIGUE

take **Alka-Seltzer**[®] for that upset,
BRAND
 headachy, tired-all-over feeling

When the end of a day finds you with that upset, headachy, tired-all-over feeling, take ALKA-SELTZER. Instantly it soothes and settles upset stomach... speeds through the system where it "reaches out" to relieve areas of pain and fatigue. When you have "day-end fatigue," ALKA-SELTZER can help you freshen up and feel better fast!

There's nothing quite like ALKA-SELTZER



MILES PRODUCTS
 Division of Miles Laboratories, Inc.
 Elkhart, Indiana

beyond compare...
the cool, slimming trimming of

new
*Sleex**



the only girdle in the
world that gives you these
5 exclusive advantages:

1. Fits like a second skin because Sleex is miracle-molded of pure Aire-lon rubber—not dipped the old-fashioned way.
2. Cool, cool, comfortable cotton lining next to your skin...77% more absorbent than old-fashioned lining. Easy to slip on and off.
3. Two-way interlocking figure control with 22 secret slimmers to hold and control the hips, tummy and derriere.
4. Stretch-strength and slimming power that lasts and lasts, won't wash out or stretch out. Machine washable, dries in minutes.
5. New, no-tab, adjustable stretch garters. Easily detachable. Won't tear either girdle or hosiery.

Try Sleex today at your favorite store. Beautiful ice-white Aire-lon with rich lace pattern.

Slip-on girdle or pantie \$8⁹⁵

Zipper girdle or pantie \$10⁹⁵

Extra Small, Small, Medium,
Large, Extra Large in girdle
styles only, priced slightly higher.

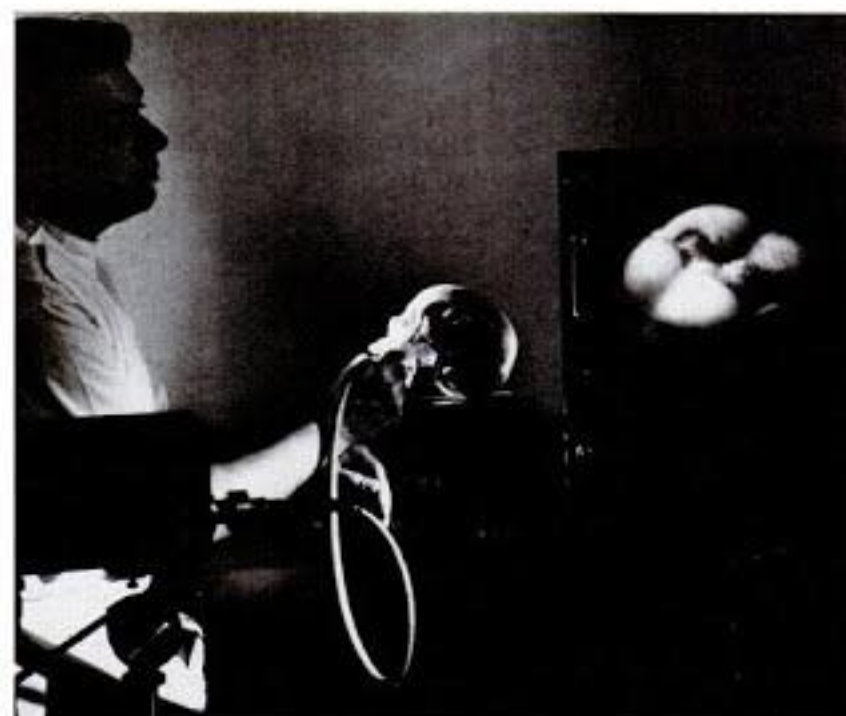


REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
if not as advertised within

*Registered Trademark

SLEEX PRODUCTS COMPANY • CHICAGO • A DIVISION OF THE FORMFIT COMPANY

SEEING AROUND CURVES CONTINUED

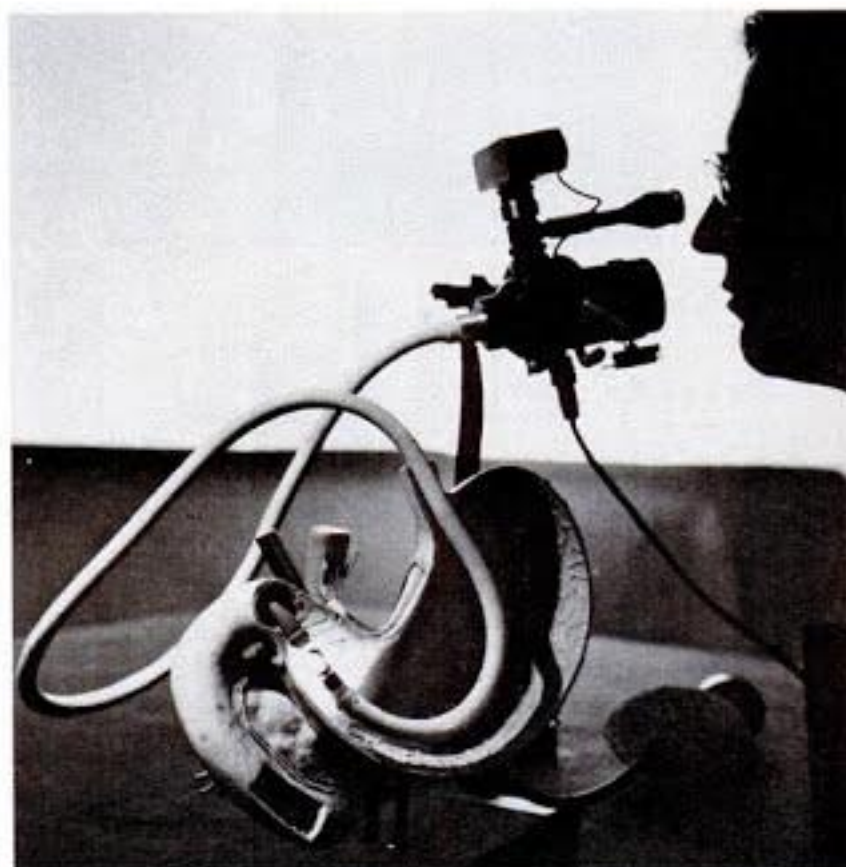


DENTAL PROBE built by Avco Corp. is hooked to TV camera which sends enlarged view of teeth to closed circuit screen. It is used mainly for teaching.

HIDDEN PLACES NOW ON VIEW

The ability of fiber optics bundles to send back instantaneous visual reports of what goes on in normally inaccessible places has opened up a variety of medical and industrial applications. Fiber optics devices can look inside hitherto hidden parts of the human body. They can show pilots and automobile mechanics what is wrong inside their engines and physicists what is happening inside their nuclear reactors. They will permit a helicopter pilot to see what he is picking up with his grappling hook and naturalists to observe or photograph animals hiding in their holes.

The devices so far sold have been mostly experimental. But they are catching on so fast that the half dozen companies now in the field expect many others to join the competition before long. In a year or so the medical devices alone are expected to create a multimillion dollar business—since the industrial uses will far exceed the medical.



DUODENOSCOPE built by Bausch & Lomb, used here on cutaway stomach model, can photograph inside of duodenum for first time to look for ulcers.



Room designed by Jeremiah Goodman, A.I.D.

Teak, aristocrat of woods, gives a room substance and dignity. Now this exotic hardwood from the rugged forests of Burma and Siam comes to you enhanced by Weldwood's exclusive fine furniture finish—so beautiful

you can feel the difference! See Weldwood® paneling—made only by United States Plywood—at your Weldwood lumber dealer's or at any of our 130 showrooms. In Canada: Weldwood Plywood, Ltd.

Take your inspiration from teak . . . new wood paneling by Weldwood



Wood paneling's warmth can inspire new decorating ideas for your home. Choose teak, oak, cherry, birch, or any of 70 Weldwood real wood panelings. Real wood (not imitation) as low as \$28 for a 12' x 8' wall.

WELDWOOD REAL WOOD PANELING

SEND FOR NEW FULL-COLOR BOOKLET

United States Plywood
Box 61, New York 36, N. Y.

L10-17-60

I want to see more full-color pictures of ways I can make every room in my home more charming, more useful. Please send me the new 28-page booklet, "Ideas For More Beautiful Homes With Weldwood Real Wood Panelings," showing Weldwood Prefinished Paneling, plus many interesting idea rooms paneled in these rich, beautiful woods. I enclose 25¢.

Name.....

Address.....

City.....Zone.....State.....

Walnut, too, is a Weldwood prefinished paneling that makes remodeling ideas easy to carry out. In truth, for every room, for every taste, there's a wide range of Weldwood real wood panelings at prices to fit every decorating budget.

Beautifully proportioned to the
**CLASSIC
FORD
LOOK**



BEAUTIFULLY BUILT TO TAKE



An honor to be proud of, this is the medal presented by the international fashion authority, Centro per L'Alta Moda Italiana, to the 1961 Ford for functional expression of classic beauty.

YOU are looking at the trend-setting car of our times, the '61 Ford . . . a car whose clean and classic profile is unmatched by any other in the world. One glance and you'll know: from the big-circle taillights and sculptured rear deck to the crisp, fresh front-end design, the '61 Ford is cast to the Classic Ford Look.

Here is a Ford that is not only magnificent in looks, ride and comfort, but is new in its entire concept. For the '61 Ford is beautifully built to take care of itself! It lubricates itself . . . cleans its own oil . . . automatically adjusts its own brakes . . . even protects its own body.

Indeed, here is a car that will save you valuable time and money by doing away with many stops for service.

HERE'S HOW THE '61 FORD TAKES CARE OF ITSELF

Lubricates itself. You'll normally go 30,000 miles without a chassis lubrication.

Cleans its own oil. You'll go 4,000 miles between oil changes with Ford's Full-Flow oil filter.

Adjusts its own brakes. New truck-size brakes adjust themselves . . . automatically.

Guards its own muffler. Ford mufflers are double-wrapped and aluminized—normally will last three times as long as ordinary mufflers.

Protects its own body. All vital underbody parts are specially processed to resist rust and corrosion, even to galvanizing the body panels beneath the doors.

Takes care of its own finish. New Diamond Lustre Finish never needs wax.

FORD DIVISION, Ford Motor Company

CARE OF ITSELF...

'61 FORD

A magnificent view . . . the '61 Ford Galaxie Club Victoria.

Copyrighted material



when your sons have sons...
this amazing carpet made of **Nyloft* will still look young!**

No carpet fiber outwears Nyloft fiber—the new continuous filament textured carpet nylon with incredible wear! Nyloft beauty is permanent, actually “set-in,” before the carpet is made. Result—rich Nyloft that takes a lifetime of licking—beautifully! An amazing new nylon that isn’t victim to your vacuum. Nyloft absolutely won’t pill or fuzz! It has remarkable crush resistance! Cleans superbly. Comes in fabulous textures and diamond-brilliant colors. And, just think...when your sons have sons this amazing carpet made of Nyloft will still look young!

nyloft

Carpet shown, Gullistan's Souvenir. *A TRADEMARK OF INDUSTRIAL RAYON CORPORATION, THE NYLON DIVISION, 500 FIFTH AVENUE, NEW YORK 36, N.Y.

See Nyloft in beautiful carpets manufactured by Gullistan, Coronet and Alden at these stores: Atlanta, St. Clair Carpets, Inc.; Boston, Raymond's, Jordan Marsh; Chicago, Marshall Field's, Goldblatt's; Dallas, Town & Country, Trice Floor Coverings; Denver, Marvin's Carpets, Aloovin's Inc.; Los Angeles, Broadway Stores, Colonial Carpet Company; New York, W. J. Sloane, Gertz; Oakland, Lewis & Lewis; Philadelphia, Philadelphia Broadloom Mart, Snellenburg's, Lit Brothers; Pittsburgh, Joseph Horne Company, Sheffield Carpet and Linoleum Co., Wayne Well; St. Louis, Biederman Furniture Co., Hellmuth's; Seattle, Drees 50th Avenue, Eiv Parent Co.



BOLD MOSAIC STRETCHES 156 FEET ACROSS FACADE OF LEGER MUSEUM. CERAMIC RELIEFS ARE LEGER'S CAREFREE TRIBUTES TO SOCCER AND BICYCLING

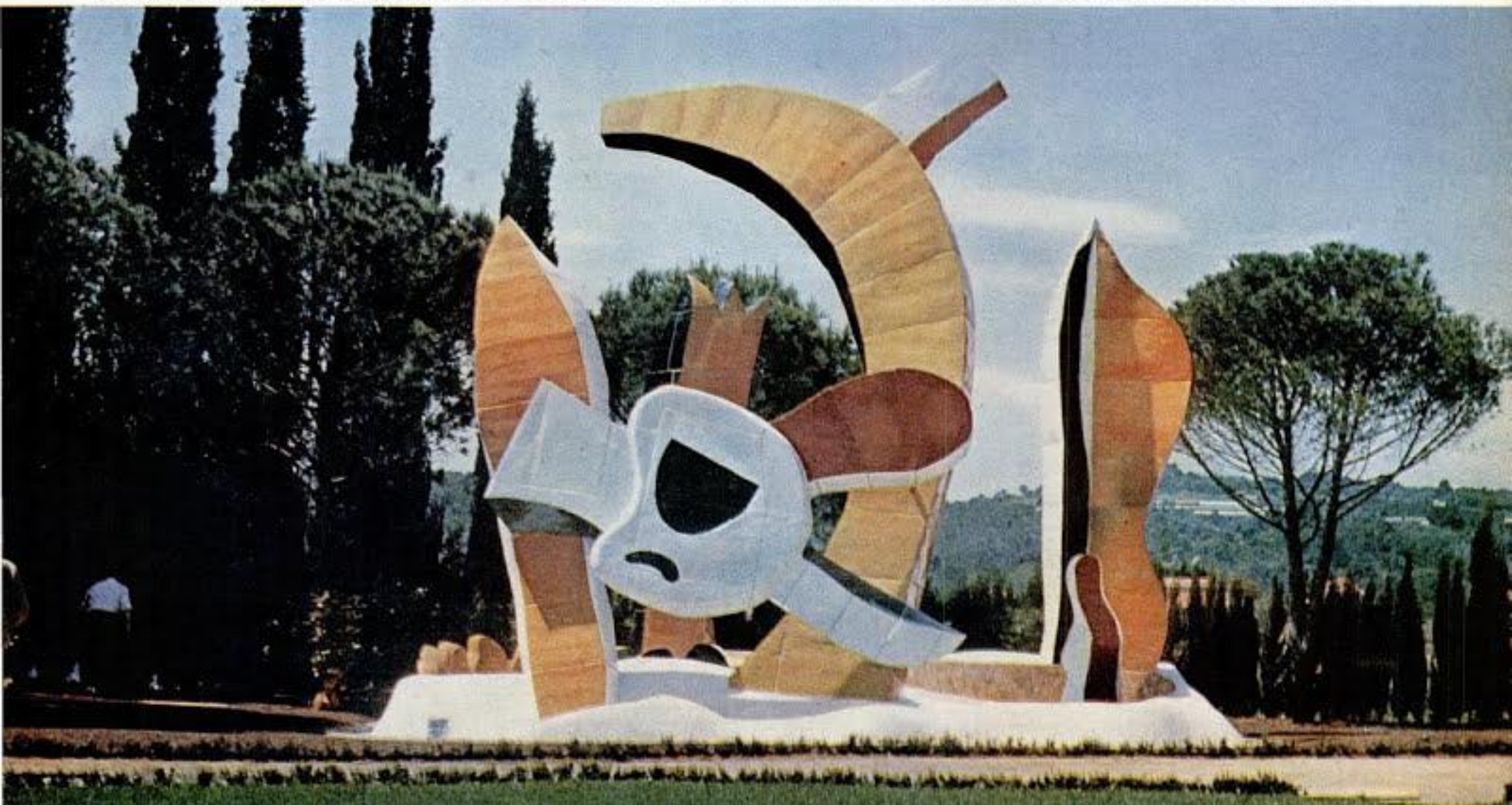
Museum for an Anti-Museum Man

Fernand Léger, France's celebrated modern artist, had no use for museums. He wanted his art to be as much a part of everyday life as the machines, ball games and flowers that he liked to paint. But when Léger died five years ago, his widow and friends decided to do him special honor—so they built a museum. This summer the Léger Museum was officially opened in Biot, a small Riviera town near Cannes.

Built on a hilltop, the museum is adorned with one of the artist's

most monumental works, a mosaic-and-relief design (above) as bright as the Mediterranean sun. Inside the museum some 300 paintings, sculptures, tapestries and stained-glass windows which Léger produced over the course of 50 years turn the cool galleries into a blazing garden of colors. But the memorial which would surely delight Léger most is the huge outdoor sculpture (below) which he designed as a fanciful playground for children to clamber about and enjoy as living art away from the confines of a museum.

"CHILDREN'S GARDEN" IS A 23-FOOT-HIGH CERAMIC AND CONCRETE SCULPTURE COMPLETE WITH A SMALL POND FOR WADING AND SAILING TOY BOATS





Announcing!

1961 SUPER

88



by **OLDSMOBILE**

The Action Line...in Performance and Design!

Copyrighted material



A glamorous all-new version of Oldsmobile's super-performer... *more spirited than ever!*

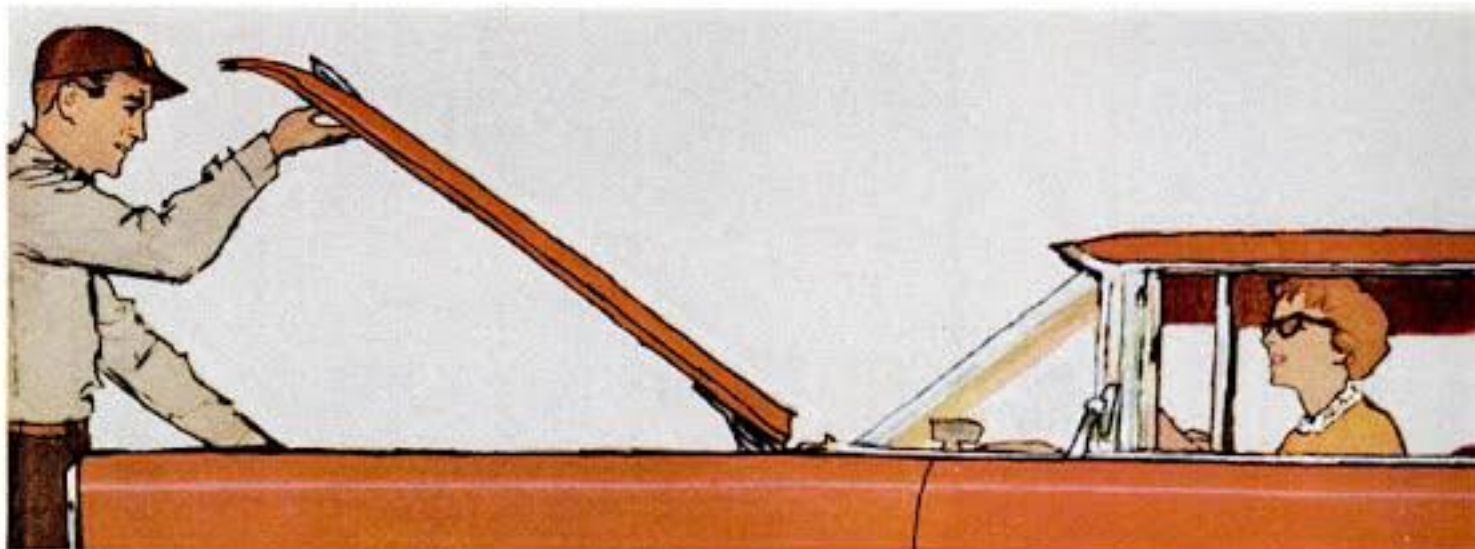
Again Oldsmobile takes the initiative... in high style and high performance! New "Action-Line" design radiates the look of luxury, the feel of flight... brings you the full-size room you like! The exclusive combination of the exhilarating new Skyrocket Engine and the all-new Hydra-Matic* with Accel-A-Rotor action writes a bright new chapter in Oldsmobile-pioneered performance! Gorgeous new interiors sparkle with new fabrics. And the ride is "super" too... cushioned in live rubber at more than 90 different points. Come try this spirited Super 88—and the Classic 98 or the dollar-saving Dynamic 88—all on gala display at your Oldsmobile Quality Dealer's now!

Oldsmobile Division of General Motors Corporation. *Optional at extra cost.

Copyrighted material

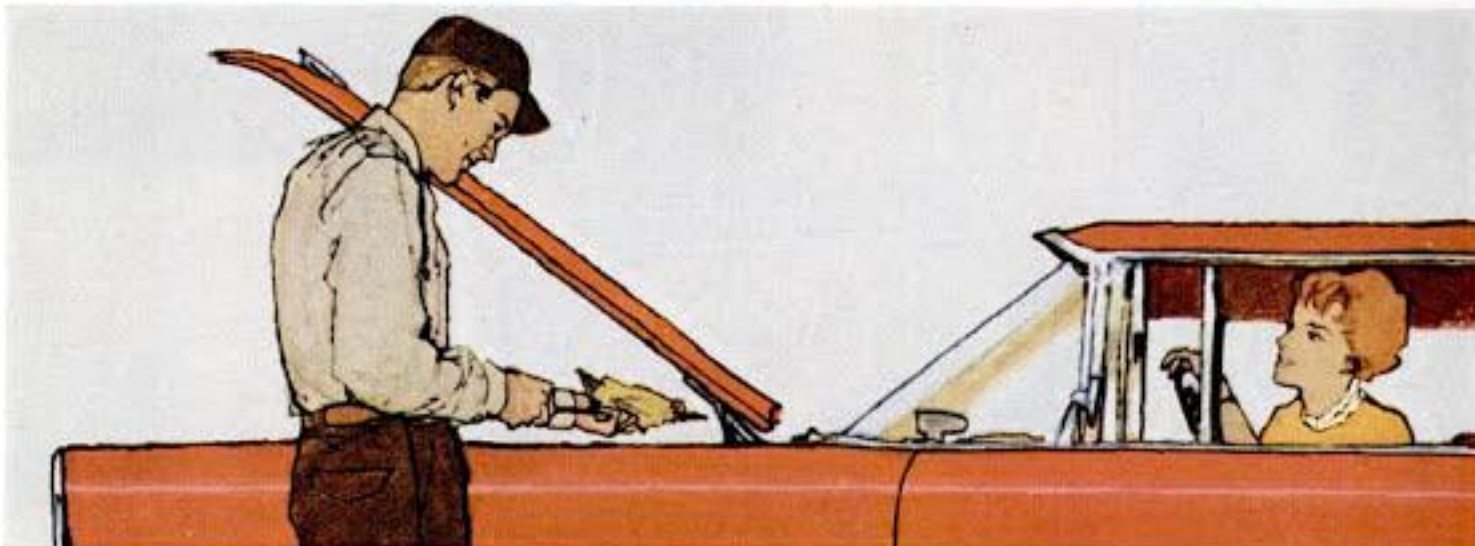
10

... in 10 seconds, your Shell Dealer lifts the hood and removes the dip stick



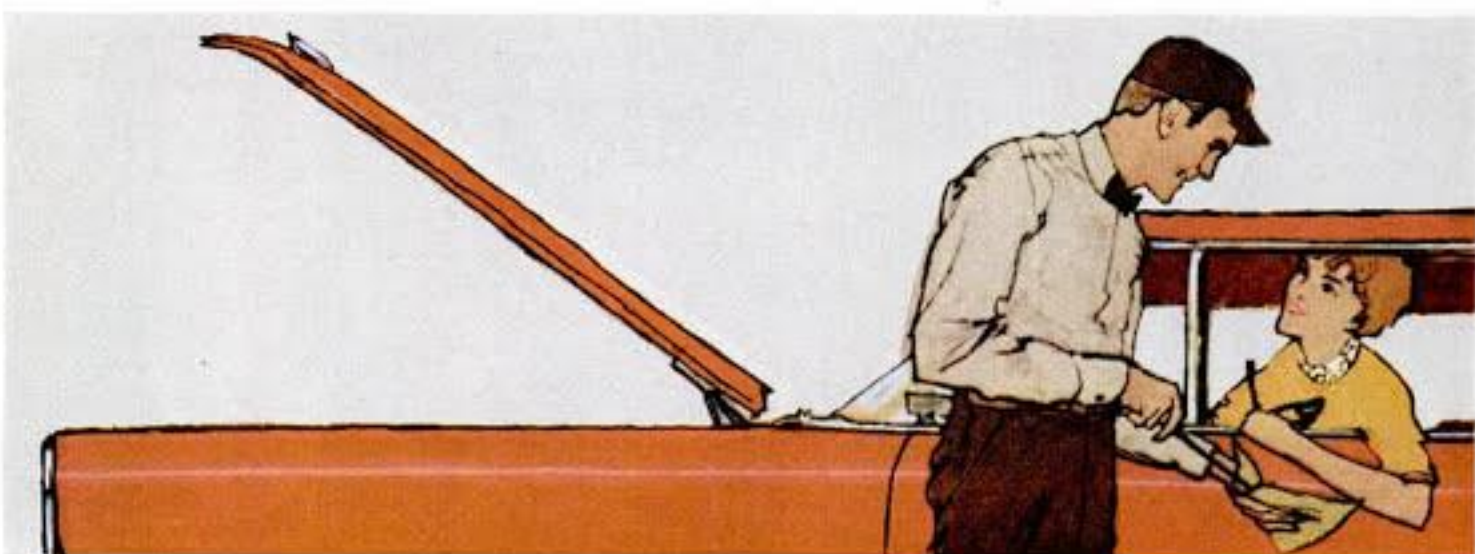
20

... only 10 seconds more to check the oil level



30

... and another 10 to ask "When did you last change your oil?"



The most important 30 seconds in the life of your car!

In just 30 seconds your Shell Dealer can make this vital check. Remember, even if your engine has a safe level of oil there's a good chance you need an oil change. That's because your oil has become contaminated with sludge, metal particles, carbon.

New Shell X-100 Premium— the first ash-free multigrade motor oil!

This new motor oil can mean a cleaner, more efficient engine to every car on the road. It contains

unique *non-metallic, non-ash* additives developed by Shell Research to greatly improve motor oil performance.

New Shell X-100 Premium keeps new engines cleaner than ever before possible. In older cars it actually helps regain lost power and improve fuel economy.

See your Shell Dealer now for *New Shell X-100® Premium Motor Oil*.





KICKING UP AT PRACTICE BAR, CHARLIE RUGGLES CHOMPS ON HIS PIPE AS HE GETS IN SHAPE IN REHEARSAL STUDIO

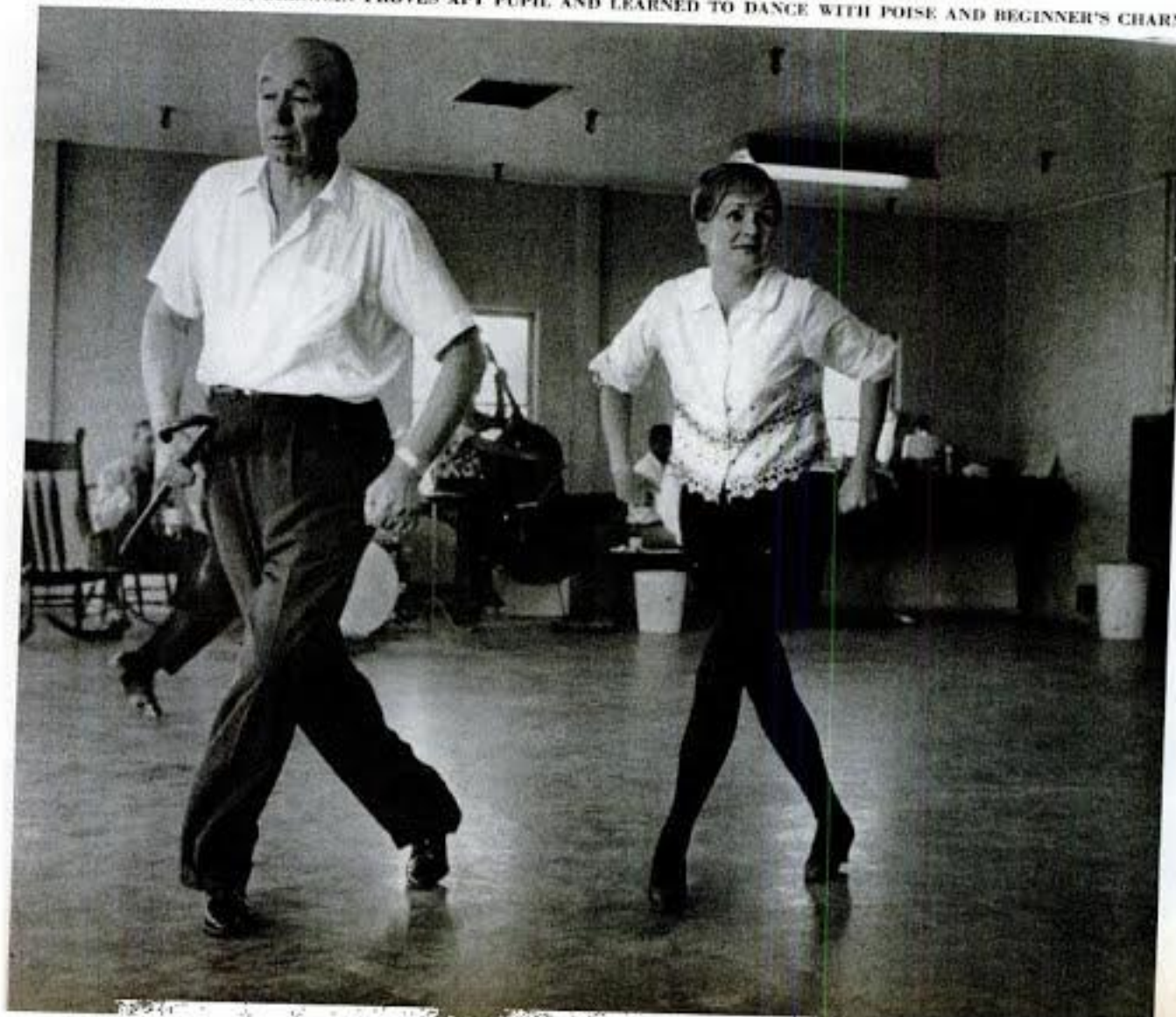
Couple of Agile Codgers

The pair of grizzled pros kicking up their heels were old enough to be Debbie Reynolds' grandfather, and that was exactly the role each of them had played in two of Debbie's movies. Now Charlie Ruggles, 68 (above), and Walter Brennan, 66 (below), were grandpa again for TV—but with a switch. For Deb-

bie's hour-long musical on Oct. 27 (ABC, 9:30 p.m. EDT), they had to join her in a lively dance routine.

Brennan, of TV's *The Real McCoys*, had never danced in his 35 years in show business. But for Ruggles this was like old times. He was a song-and-dance man on Broadway with Fred Astaire back in 1918.

COACHED BY DEBBIE, BRENNAN PROVES APT PUPIL AND LEARNED TO DANCE WITH POISE AND BEGINNER'S CHARM



MIRRORS



reducing equipment, tractors,
rivets, tires, electric contractors
whatever you need—

Find it Fast
In The
Yellow Pages



Advertisers displaying this emblem
make your shopping easy.

McKESSON

2 FOR

1

SALE

HOLIDAY PARTY SET

by Oneida Silversmiths...

See this Valuable Prize
at your nearby 2 for 1 drugstore!
You may be the lucky winner!

McKesson

PAY FOR ONE...GET TWO...DOUBLE

Sale starts October 13 — ends October 22
at better drugstores across the country!

HIGHEST QUALITY AND BIG SAVINGS are yours during this great 2 for 1 Sale of America's finest drug products—McKesson Products!

OPPORTUNITY KNOCKS...and you stand to save...plenty...at the McKesson 2 for 1 Sale...now in full swing at better drugstores everywhere. It's a whopping big sale with scores of sensational values. Make a beeline now for your neighborhood drugstore displaying the Red, White and Blue McKesson 2 for 1 Sale Signs!

SPECIAL VALUES DURING THE McKESSON 2 for 1 SALE!

McKesson SOOTHE SKIN LOTION, 8 oz.	Reg. \$.89	Now 2 for \$1.19
McKesson COD LIVER OIL, Pints	Reg. 1.39	Now 1.09
McKesson IBATH, with Eye Cup	Reg. .69	Now .57
McKesson IODINE TINCTURE, 1 oz.	Reg. .39	Now .29



St. Regis **ELECTRIC ALARM CLOCK**,
Insistent Alarm,
Smart Styling. Now Only **\$3.98**

St. Regis **HOT WATER BOTTLE**,
Full Capacity,
Long Wearing.
Guaranteed. Special **\$1.29**



St. Regis **TOOTHBRUSHES**,
Oval or Tufted, Each in Container
Regular Value 39¢ ... Special 2 for **39¢**

St. Regis **HAIR DRYER**,
Powerful Blower, Hot and Cold
Switch. Sale Price **\$3.95**

St. Regis **MEN'S HANDKERCHIEFS**,
100% Cotton, Finest Quality
Package of 8. Only **88¢**



Look for these signs at better

Products by **M^cK**

FREE

\$37⁰⁵
(INC. TAX)
VALUE



2 for 1 SALE

YOUR DOLLARS' PURCHASING POWER!

ACT NOW! This mammoth Sale can be offered *only until Oct. 22!* See your favorite neighborhood druggist for One-Stop-Shopping... famous McKesson quality... and tremendous savings!

FREE! To top off this great sale—Valuable HOLIDAY PARTY SETS by Oneida Silversmiths are being given away in every 2 for 1 drugstore in America! Set consists of an impressive 15-inch "Chip and Dip" Centerpiece, Serving Ladle, 6 Spreaders, 6 Cocktail Forks, 6 Serving Plates, all in beautiful Oneida Silverplate. Retail Value \$37.05. You may be a lucky winner—just drop in at your nearby drugstore!

LOOK FOR THE BIG 2 FOR 1 signs at America's finest drugstores. Stop by today—and double your dollars' purchasing power!

McKesson CHILDREN'S ASPIRIN, 50's	Reg. \$.39	Now 2 for \$.49
McKesson MERCUROCHROME, 1 oz.	Reg. .33	Now .25
McKesson MERTHIOLATE TINCTURE, 1 oz.	Reg. .47	Now .33
McKesson MINERAL OIL, Pints	Reg. .69	Now .49
McKesson V. A. PERSONAL HYGIENE POWDER	Reg. .69	Now .53
McKesson LIQUID SWEETENER	Reg. .65	Now 2 for .98



St. Regis **NYLON UNBREAKABLE COMBS**, Pocket, Purse, or All-Purpose Combs... 2 for 25¢
St. Regis **ELECTRIC HEATING PAD**, (Washable Cover) Low-Med.-High. Guaranteed one year... Special **\$2.98**
St. Regis **ALARM CLOCK**, New Thin Model, Super Quiet... Only **\$2.49**

St. Regis **WRITING PAPER AND ENVELOPES**, 120 Sheets Paper or 100 Envelopes... Only **37¢**
St. Regis **COMBINATION SYRINGE**, Top Quality... Only **\$1.69**
St. Regis **FOUNTAIN SYRINGE**, Top Quality... Only **\$1.39**

drugstores everywhere!



McKesson

TEAR OUT THIS HANDY CHECK-LIST and use it as a shopping guide at your nearby 2 for 1 drugstore.

McKESSON



SALE!

McKesson CYTAMIN Multi-Vitamin Caps	2/\$2.98
McKesson RUBBING ALCOHOL, Pints	2/59¢
McKesson ASPIRIN, 5-grain, 100's	2/59¢
McKesson MILK OF MAGNESIA, Pints	2/57¢
McKesson SOLUTION 59 mouth wash, Pints	2/59¢
McKesson ZINC OXIDE OINTMENT, 2½ oz.	2/59¢
McKesson EPSOM SALT, 8 oz.	2/37¢
McKesson VITAMIN A CAPS. 25,000U 100's	2/\$2.59
McKesson VITAMIN A CAPS. 50,000U 100's	2/\$4.98
McKesson SACCHARIN TABLETS, ¼ gr. 100's	2/33¢
McKesson SHAVING LOTION, 4 oz.	2/50¢
McKesson WITCH HAZEL, Pints	2/69¢
McKesson YEAST TABLETS, 250's	2/98¢
McKesson CASTOR OIL, 2 oz.	2/41¢
McKesson CAMPHORATED OIL, 2 oz.	2/43¢
McKesson BORIC ACID POWDER, 4 oz.	2/43¢
McKesson GLYCERIN, 2 oz.	2/59¢
McKesson BORIC ACID OINTMENT	2/35¢
McKesson LANOLIN COMPOUND, 1 oz.	2/45¢
McKesson MAGNESIA TABLETS, 100's	2/69¢
McKesson TARTAN LIP POMADE	2/35¢
McKesson GLYCERIN & ROSE WATER, 8 oz.	2/69¢
McKesson COLD SORE LOTION	2/39¢
McKesson NAVAP INHALERS	2/39¢
McKesson BURNTONE OINTMENT, 1 oz.	2/\$1.00
McKesson BEEF, IRON & WINE, Pints	2/\$1.98
McKesson SODA MINT TABLETS, 45's	2/23¢



1961 MERCURY METEOR 800

MERCURY METEOR 600 & 800 series

priced right in the heart of the low-price field

HIGHLIGHTS

- Modern new size—trimmer, better proportioned, for easier handling and parking
- 7 self-servicing features including a chassis that is pre-lubricated for the first 30,000 miles
- First low-price car with a fine-car ride! Exclusive Cushion-Link suspension
- Even roomier than last year. More rear-seat shoulder room, hip room, and head room. More entrance room. Bigger trunk
- New Super-Economy engines! Up to 15% more gas mileage! Mercury's first "6" plus new V-8's that use regular gas. Up to 10% better pickup than last year's brilliant Mercury



1961 MERCURY METEOR 600

You've never seen a low-price car like this one. For never has such value been offered before in the low-price field.

For extra riding comfort—a true fine-car ride—there's a new bump-absorbing system called Cushion-Link suspension—exclusive on all Meteor 800's, Montereys, and station wagons.

For extra luxury, every model has a de luxe interior at no extra cost. *For extra quiet*, there's more soundproofing than in any other low-price car.

For dramatic savings, the new self-servicing features let you drive 30,000 miles between chassis lubrications, 4,000 miles between oil changes. Mufflers are aluminized for double the life. Brakes are self-adjusting. Spark plugs are self-cleaning. A new anti-rust-treated body protects itself. The Super-Enamel finish never needs waxing.

Here is a new and better kind of low-price car. See for yourself at your Mercury dealer's showroom. LINCOLN-MERCURY DIVISION *Ford Motor Company*.

1961 Mercury Price Comparison Chart

1. MERCURY METEOR 600

Priced right in the middle of the low-price field with such cars as Chevrolet Bel Air and Plymouth Belvedere.

2. MERCURY METEOR 800

Priced with the top series in the low-price field with such cars as Chevrolet Impala and Plymouth Fury.

3. MERCURY MONTEREY

Finest, most luxurious of all 1961 Mercurys.

1961 MERCURY
the better low-price cars

UNDERWATER VIGIL FOR A DIVER'S LIFE

by DAVIS THOMAS
LIFE Correspondent

BENEATH the choppy surface of the Pacific, a long and agonizing vigil recently took place aboard the submarine U.S.S. *Redfish*. The scene of the vigil was the submarine's painfully cramped escape trunk, a narrow passageway leading from the sub's torpedo room to the deck. Sealed inside it were two men, a Navy medical technician named Donald Raymond and his patient, David Merwin, a young Marine frogman.

Merwin had been taking part in a training exercise down in 35 feet of water south of San Francisco. Suddenly feeling "strange and shot," he had risen quickly to the surface. A physical examination revealed only a slightly below normal temperature, but next day Merwin was found semiconscious in his bunk, gasping for breath. He was writhing desperately and having convulsions.

Merwin was suffering from a collapsed lung. Although it was impossible to tell exactly what had brought on this dangerous condition, one medical speculation put forward later was that during his dive a small air bubble had escaped from his lung into his chest cavity. When he surfaced, this bubble might have expanded under the change in air pressure and finally caused the lung to collapse.

Whatever the cause, the men on *Redfish* decided that Merwin should be placed in a "recompression chamber," a sealed tank where the air pressure is increased until any bubbles in the diver's body are reduced in size and can be absorbed into the system. The pressure in the chamber is then gradually brought back to normal over a period of hours.

But in Merwin's case the nearest chamber was 160 miles away in San Francisco, and a heavy fog made helicopter flying impossible. Merwin was clearly dying. There was only one chance: to use *Redfish's* escape trunk as a makeshift recompression chamber. This passageway to the sub's deck has a hatch at each end. It could contain the necessary amount of air pressure only in deep water, where the tremendous force of the water itself would keep the outer hatch tightly sealed.

Redfish's captain, Lieut. Commander Charles H. Lowry Jr., headed for sea. Merwin was hastily lowered into the escape trunk. Corpsman Donald Raymond, who had had previous experience with divers in recompression chambers, volunteered to join him. The two men were jammed into a space only five feet high and about three and a half feet in diameter.

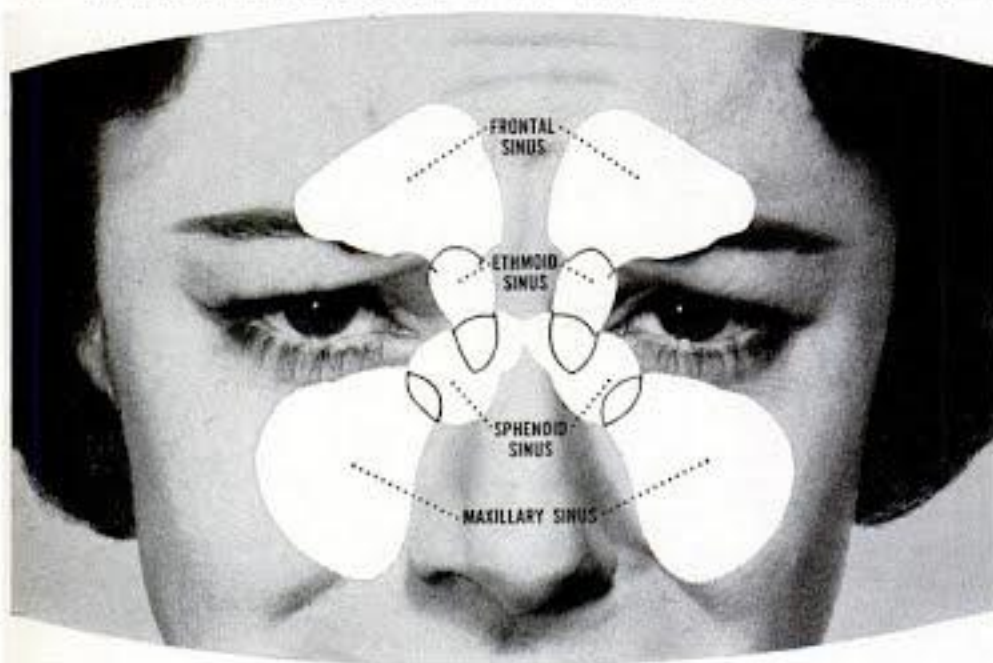
In the cramped trunk Raymond tried to

CONTINUED

CRAMPED FOR 36 HOURS in tiny escape trunk of submarine U.S.S. *Redfish*, Corpsman Donald Raymond leans over his patient, David Merwin, checking his breathing every few minutes with a stethoscope.



Revolutionary 3-layer tablet to relieve
**COLDS MISERIES,
 SINUS CONGESTION**
and its **PAINFUL PRESSURE**



HELPS DRAIN ALL SINUS CAVITIES
EVEN DEEP IN HEAD (*critical areas of*
colds infection)

DRISTAN Decongestant Tablets, working through the bloodstream, bring dramatic relief from colds miseries, pollen allergies and from sinus congestion with its tenderness, pressure and pain. DRISTAN, amazing medical achievement, contains: (1) The scientific *decongestant* most prescribed by doctors. In minutes—it reaches all congested areas—even deep in the head... quickly shrinks swollen nasal-sinus membranes... promotes drainage... restores free breathing. (2) An exclusive *anti-allergent* to block allergic reactions often associated with colds plus a highly effective combination of pain relievers. DRISTAN reduces fever better than aspirin and promptly relieves body aches due to colds. (3) *Vitamin C* to help build up body resistance to colds infection. For quick relief, get DRISTAN Decongestant Tablets. Note: DRISTAN is being widely imitated. But the fact is... the exclusive DRISTAN Tablet formula *cannot* be duplicated. Accept no substitutes!



WHEN COLDS STRIKE, nasal-sinus passages become clogged with germ-laden mucus... responsible for so much colds suffering and misery.



TAKE DRISTAN. Working through the bloodstream, DRISTAN shrinks all swollen membranes, promotes drainage, restores free breathing.

This Exclusive DRISTAN Tablet Formula Cannot Be Duplicated!



DRISTAN is the exclusive 3-layer tablet discovery which for the first time makes it possible to unite certain medically-proven ingredients into one fast-acting uncoated tablet. Accept no substitutes.



There's Nothing Like DRISTAN®
Decongestant Tablets



BRACED INSIDE TRUNK where he stayed for day and a half, Raymond looks down into sub. Above his head is hatch opening onto sub's deck.

UNDERWATER VIGIL CONTINUED

make his patient comfortable. As the sub dove to a depth of 165 feet, which was where the recompression would begin, Raymond made Merwin lie on his side with his knees tucked up near his chest. Even in this fetal position Merwin, six feet tall and weighing 185 pounds, entirely filled the bottom of the trunk. Raymond, a six-footer himself, could not stand up. He made a seat for himself on a valve wheel halfway up the side of the trunk, lowered his head and braced his feet on pipes lining the walls. He planned to hold this impossible position, or minute variations of it, for the next day and a half. This was the length of time it would take to bring Merwin back to normal—if it could be done at all.

At a depth of 165 feet Captain Lowry shut off the sub's motors and *Redfish* hovered silently. As compressed air was piped in, the pressure in the trunk was increased. Checking Merwin with a stethoscope, Raymond found that the sick man immediately began to breathe more easily, but he was still twitching convulsively with chest cramps.

After 70 minutes at this level the cramps stopped and Merwin spoke for the first time. "It's wonderful to be able to breathe," he said. "I feel fine. Let's go to the surface."

"Look here, Marine," Raymond said happily. "We won't be on top for another 36 hours." The air pressure made their voices abnormally high pitched.

As time passed Lowry began to worry about the batteries, which enabled the sub to function deep under water. The batteries were low, and they could not be recharged without coming to the surface. Another of Lowry's worries was carbon dioxide. There were 90 men aboard *Redfish*. Every time each one of them breathed, carbon dioxide was added to the air. Eventually this carbon dioxide would so foul the air that men could no longer live on it. To conserve precious oxygen, Lowry ordered everybody not on watch to his bunk. A sticky powder which would absorb carbon dioxide was spread heavily over the deck of the engine room. To save the batteries, Lowry shut off all the electrical equipment he could spare, and the galley was closed down. The crew would have to live on sandwiches. Lowry brought *Redfish* to a level of 150 feet, started his motors and set course for San Francisco at a dead slow speed of 2.7 knots.

In the escape trunk, the two waited out the tedious, cramped process of decompression. As the hours passed, the pressure was gradually dropped to the equivalent of 140 feet, then 120 feet, then 100 feet. Water from condensation coursed down the walls of the vault and both men got miserably wet. By this time Merwin was feeling fine and wanted to go to sleep. But Raymond, unbearably drowsy himself, kept waking his patient with the stethoscope. To keep Raymond awake so that he could guard his patient, crewmen in the sub below told him jokes by phone and Raymond passed them along to Merwin. One torpedoman tantalized Raymond with remarks about the joys of a refreshing cigaret or a hot cup of coffee. Two other crew members immediately beneath the escape trunk worked silently, guided by a stopwatch and decompression tables, to lower the pressure in the chamber.

The new "Special K Breakfast" and common sense weight control

It starts your day with important, complete protein—yet supplies fewer than 250 calories. It's quick as instant coffee—and tastes so good you can live with it month after month

The temptation is great, when you are conscientiously counting calories, to skimp on breakfast—or skip it altogether. According to the best information on common sense weight control, this is perhaps the worst thing you can do.

A breakfast of only juice and coffee can sabotage your whole reducing program. It gives you too few calories to carry you through the morning—and shortchanges you completely on protein.

The result is all but inevitable. You are so empty and droopy before noon that there is usually the compulsion to overeat the rest of the day.

Why Breakfast Is Vital

When you wake up in the morning your body is run down. If breakfast is a "minus meal," your body simply has no fuel to help it get going.

No matter how low a calorie quota you have set for the day, the leading nutritionists agree that you should get 20 per cent or more of those calories at breakfast. Your need for protein, vitamins and minerals is also great. Body cells and tissues must be supported, even though excess fat is being torn down.

Eating sensibly at breakfast helps you eat sensibly at lunch and dinner.

New Special K Breakfast

A breakfast that can satisfy the demanding requirements of common sense weight

control has been worked out by ranking nutritionists at an outstanding university and diet specialists at Kellogg's of Battle Creek.

This breakfast is built around a unique cereal food—Kellogg's Special K.

Special K, a good-tasting, high-protein cereal, was "invented" by this same team several years ago. When served with milk, Special K provides a significant amount of complete protein—as well as other dietary essentials—first thing in the morning.

The Special K Menu

Half a medium-size grapefruit—or
4 ounces of orange or tomato juice

1 ounce (1½ cups) Special K
with 1 teaspoon sugar

4 ounces skim milk

Black coffee or tea

This complete protein breakfast adds
up to 240 calories.

A Bonus in Well-Being

The Special K Breakfast is an easy-to-get breakfast. (It's ready before your coffee is cool enough to drink.) And most folks agree that it is quite delicious, too. It is crisp and light and has a substantial feel in your mouth. It is appetizing to the eye. In short, the Special K Breakfast is

one that can be enjoyed week after week, month after month.

And because Special K with milk gives you complete high-quality protein, it also gives you a feeling of well-being. Your body has been pleasantly nourished so you aren't plagued by hunger an hour or two later.

Moderation Is the Answer

With sensible watching of the foods you eat at other meals—cutting down instead of cutting out—there is no reason why the Special K Breakfast can't help you reach the weight you want—and keep it.

Isn't that important enough to make you want to give the new Special K Breakfast a good try? If you have any questions on weight control, your doctor, of course, is your best source of information.



© 1960 by Kellogg Company

From **Kellogg's** of Battle Creek

ALLIGATOR...the coat you'll live in anywhere, any weather

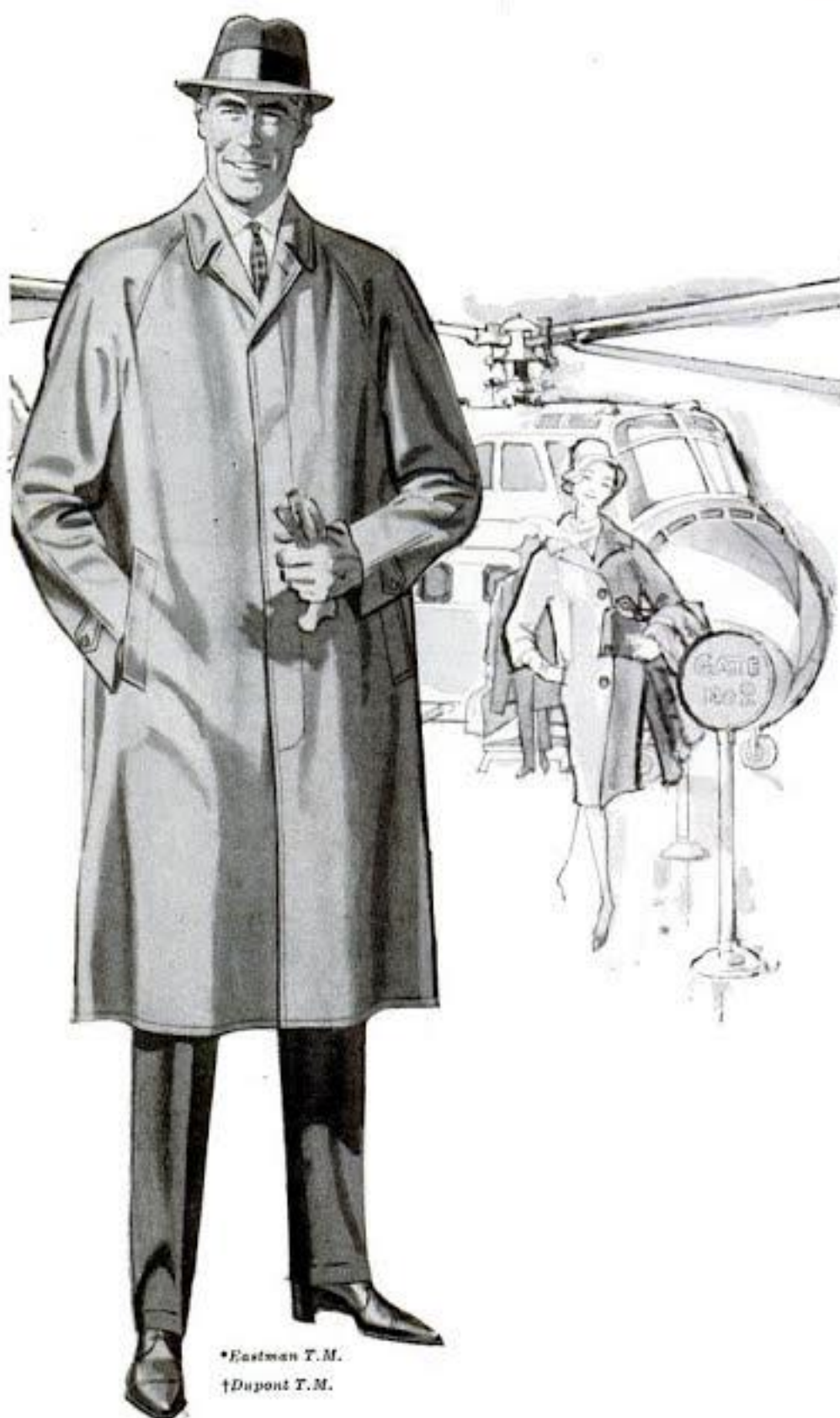
Wherever you find people, you'll find Alligator—America's most wanted coats! Alligator gives you the protection you need—the widest choice in fabric, fit and fashion you want. All wool worsted gabardines, smart fancy wools, colorful finest yarn-dyed cottons in plains and woven patterns, Kodel® polyester blends, Dacron® polyester blends—Dacron waterproofs, too. Unbeatable values, \$11.95 to \$70.75. At better stores.

BELOW: the GOLD LABEL. America's most wanted gabardine. Fine all wool worsted. Alligator's dependable, durable water repellent for year 'round wear. \$44.75. With all wool zip-in warmer, \$56.75.

From the best name in all-weather coats and rainwear...

Alligator

All-weather coats



*Eastman T.M.

†Dupont T.M.

The Alligator Company St. Louis, New York, Chicago, Los Angeles

UNDERWATER VIGIL CONTINUED

To give Merwin confidence, Raymond told him about his service at the diving tank at Pearl Harbor and said that he had "ridden out" half a dozen decompressions with sick divers. Under Merwin's questioning he admitted that he had once lost a man during decompression. "But you seem a lot better than he was," Raymond said optimistically. "Don't worry about me," Merwin said.

After 16 hours below the water, Lowry finally decided that he would have to surface. The batteries were now seriously depleted, and the carbon dioxide level was becoming intolerable. Several of the crew reported headaches and nausea. By this time the pressure in the trunk had been dropped to the equivalent of 40 feet. Lowry believed—and prayed—that the hatches would now hold the air pressure even at the surface.

The gamble worked. With more than 20 hours still to go in Merwin's treatment, *Redfish* surfaced, gulped fresh air into its ventilation system and, running on its diesels, headed for San Francisco. Inside the escape trunk the pressure held firm.

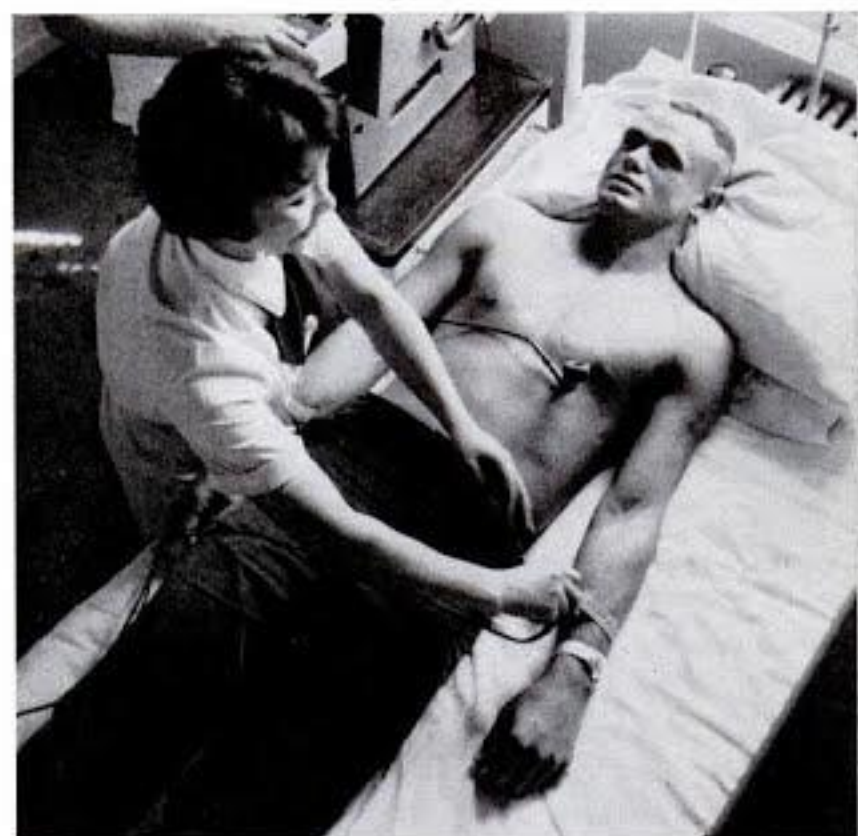
But Merwin and Raymond now faced a new hazard. The sea was running heavily, and *Redfish* began to pitch and roll. Merwin turned green. "Don't you get sick," Raymond pleaded. "If you do, I surely will too. We've got almost another whole day together in here." Merwin managed to control his stomach.

In the eight hours it took *Redfish* to reach San Francisco, Raymond and Merwin scurried around as well as they could in their tiny vault. They talked about themselves and about their plans for the future. Raymond, who is planning to stay in the Navy, told Merwin about his wife and family. Merwin talked about China, where he was born in 1935, and about his missionary parents. He told Raymond about his plans to enter the University of California, major in Asian studies and go out for the football team.

When the sub docked in San Francisco, the pressure in the escape trunk was down to the equivalent of a depth of 30 feet. There were some 12 hours still to go. A regular pressure chamber was available on a nearby barge, but it was decided to keep Merwin where he was rather than risk making a change.

The pressure was dropped to 20 feet. Then, after the two men had spent 36 hours and 17 minutes in the cramped trunk and the pressure was being reduced to a 10-foot equivalent, one of the hatch seals popped. Instantly the trunk pressure dropped to sea level and became useless. Merwin, almost at the end of his treatment, would be in danger again if he was not put back under pressure promptly. Hastily Merwin was transferred to the barge and shoved into his new chamber. They made it in exactly two minutes and seven seconds. A few hours later he was taken, fully recovered, to Oakland naval hospital. Although he had been close to death, his lungs showed no scars or damage. He would be able to dive again.

Actually it was Donald Raymond who showed the most visible signs of the ordeal in the trunk: the brass valve wheel where he had crouched for most of 36 hours left a lingering imprint on his brave backside.



AFTER THE ORDEAL Frogman Merwin gets an electrocardiogram at Oakland naval hospital. He was pronounced fully recovered after decompression.

PICTURE IDEA OF THE WEEK



All the Kellys at home for Halloween—all set to take pictures.

Emmett Kelly says: "Catch your ghosts and goblins in color. It's easy with Kodacolor Film!"

"If I can take treats like these, it's no trick! Halloween at our house means kids, costumes, and color," says famous circus clown Emmett Kelly. "What a time for snapshots in color! I catch our little girls having fun—the way they really look."

The pictures come out so lifelike! All I do is put Kodacolor Film in our Brownie camera—and shoot. Kodacolor Film makes you lucky and talented at once!" (Use it in the family camera. Have it processed and prints made locally or by Kodak. Ask your dealer.)



"Stasia and Monika, 5 and 3, bob for apples in our back yard. Kodacolor Film catches the apples in their cheeks, too!"



"Our little hobos look over their treats. I have a big enlargement of this shot to keep me company in my dressing room."



"My wife Evie was with the circus, too. See how well Kodacolor Film works with flash!"

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Kodak
—a trademark since 1888

SEE KODAK'S "THE ED SULLIVAN SHOW" AND "THE ADVENTURES OF THE NELSON FAMILY"

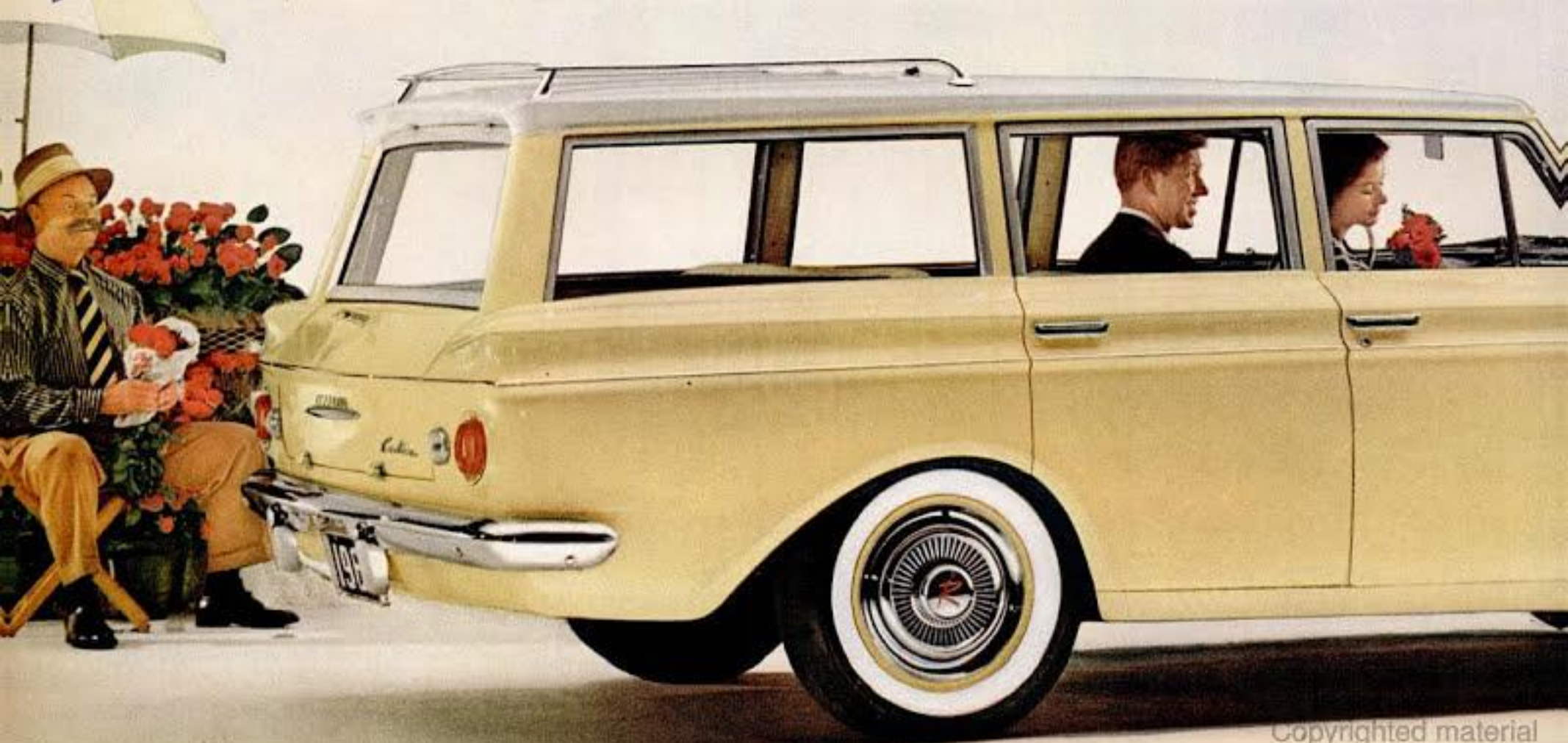
Copyrighted material



New From AMERICAN MOTORS, the 1961 American Beauty



Announcing the Comple





NEW RAMBLER AMERICAN Custom Two-Door Sedan, 125 horsepower. See the New Four-Door Sedan, too.

New Styling—Lower Costs



Your biggest costs in car ownership today are depreciation and service. Our 1961 Rambler American will greatly reduce these costs. As you can see, its clean modern

lines will stay in fashion for years to come.

To slash high depreciation costs we will not change their appearance annually. This policy of styling stability will avoid making your 1961 model look obsolete in a few years.

Our Rambler Americans already are widely recognized for their service-free operation. On our new models, the world's first Ceramic-Armored Mufflers and Tailpipes are guaranteed against defect as long as the original purchaser owns his Rambler—one of 46 basic improvements that mean more service-free usefulness to the user.

In addition, the new design gives 50% more luggage space, more glass area, yet is more compact, easier to park and garage.

Interior room for six adults is even more livable with such low cost options as Airliner Reclining Seats, Twin Travel Beds . . . new Weather-Eye Heating.

George Romney

President, American Motors Corporation



50% MORE TRUNK ROOM. Another benefit to you of the 1961 Rambler American's modern, functional styling—more usable luggage space.



ALL-NEW! The beautiful new instrument panel, new appointments and new interiors complement the most tasteful color schemes ever in an economy car.



AIRLINER RECLINING SEATS*. Both front seat backs now adjust to five positions, make Travel Beds. Individually adjustable sectional sofa front seats*, too.

tely New Rambler American!

NEW THIS YEAR! Rambler American Four-Door Station Wagons. See the New Two-Door Wagon, too.



COMING SOON!

Watch for the Rambler American Convertible . . . most agile of them all . . . and the quietest! Only compact convertible with rattleproof Single-Unit† construction.

Rambler Offers 3 Distinct Sizes of Compact Cars • World's Widest Choice of Models



1

RAMBLER AMERICAN—the Leading Economy Compact Car. 173.1" long. Top quality, top economy. 90 or 125 HP Six.



2

RAMBLER CLASSIC 6 and V-8—the All-Purpose Compact Car. 189.8" long. 127 or 138 HP Six. 200 or 215 HP V-8. Room for six 6-footers.



3

AMBASSADOR V-8—by RAMBLER—the High-Performance Luxury Compact. 199" long. 250 or 270 HP V-8.

Owner-Proved by 11 Years
and 35 Billion Miles

*Optional at extra cost †Pioneered by American Motors

'61 Rambler

THE NEW WORLD STANDARD OF BASIC EXCELLENCE

Copyrighted material

Gift idea from Texaco—for now, for Christmas!



Big, authentic scale-model service station!

Special Price \$350

- Made of rugged plastic, with 18" x 24" metal base
- model car • overhead lube bay doors that open and close • car lift that raises and lowers • two pump islands with light poles • two Texaco signs • oil display cabinet • Havoline and PT Anti-Freeze display cans • tire rack with miniature tires • other station equipment.

A delight for any youngster! Order now. Lay it away for Christmas. This toy Texaco Service Station is custom-made by "Buddy-L" — makers of the famous toy Texaco Tank Truck. It will be delivered to your door for the special price of \$3.50. Here's all you do. Just drive in to your nearby Texaco Dealer. *Ask for a free coupon.* Mail coupon with check or money order. It's that easy to get this exclusive Texaco Dealer offer — good only in the U.S.A. *Is your car ready for colder-weather driving? When you come in for a coupon, get a Texaco Fall Safe-T check-up!*



Order now...lay away for Christmas. See your Texaco Dealer.



AT HIGH SCHOOL ASSEMBLY IN HER HONOR CAROL LAWRENCE BEAMS BEFORE 1,100 TEACHERS AND STUDENTS. SHE DESIGNED THIS CHIFFON DRESS HERSELF

No. 1 Student, Now No. 1 Grad

Ten years ago Carol Marie Laraia of Melrose Park near Chicago graduated No. 1 in a class of 700 from Proviso High School. When she went back this month, she was still No. 1, and the whole student body turned out to greet their most famous alumna. Now her name is Carol Lawrence and she has made good on Broadway as the star of *West Side Story* and on TV as a singer and dancer on the biggest musical shows. A special school assembly was a highlight of gala Carol Lawrence Day in Melrose Park,

and the students cheered so lustily that Carol burst right out crying.

The same heartfelt reception came from neighbors all over town who had once raised the money to help Carol launch her career. At a formal banquet they kicked in another \$1,250 to buy her a new piano. This so touched Carol that she invited all 522 present to be her guests at her next Broadway opening. Said one of the speakers, summing up the sentiments of Melrose Park: "I don't think we ever raised a sweeter tomato."



EXCITED GUEST, Carol arrives in Melrose Park with officer to escort her through welcoming crowd. She landed in helicopter at downtown parking lot.



OLD FAMILY CUSTOM absorbs Carol who tests spaghetti cooked by her grandmother, Mrs. Antoinette Laraia, for a party attended by 35 relatives.



ADMIRING COUSINS chat with their famous relative at the family dinner. Joseph Bartuch, 5, and his sister Debra, 7, had known Carol only from TV.



When you come
to **KING**
for mildness...
Length alone
is not enough

**GET THE
KING WITH
AIR-SOFTENED MILDNESS**

**IN EVERY
SATISFYING
PUFF...**

CHESTERFIELD KING

Special porous paper
draws fresh air into
the full king length
of top-tobacco for a
cooler, smoother smoke
that's mild.

© Liggett & Myers Tobacco Co.

that Formfit Feeling!

Glory be! I'm free...re-formed, naturally...in my new Formfit Skippies!



Q. What pantie girdle has started a national re-form movement... become such a sensation among the gals of the nation?

A. This famous new Skippies by Formfit!

Only this Skippies has no back panel—instead, just the control of light elastic power net!

Only this Skippies defines your lines naturally! Magical seaming molds to the hips, dips down to perfect a natural contour. You're front-flattened, too, with a panel of lace-flattered satin.

Q. Naturally, this Skippies is spreading the elation of...?

A. That Formfit Feeling!



Formfit Skippies Pantie Girdle Style 882
S. M. L. White. \$8.95

Shown with new Formfit Life Bra
with Life-Lift petals, Style 584. \$3.00

Matching Skippies Girdle Style 982. \$8.95
Long-leg Style 893. \$10.95

Formfit Fiber Facts: Rigid Front Panel—all nylon. Elastic—nylon, rubber, rayon.

THE FORMFIT COMPANY • A GENESCO DIVISION • CHICAGO • NEW YORK • TORONTO • PARIS • LONDON



CHARTING A STAR'S COURSE, Carol talks to drama class in her old high school, where she once starred as Vinnie in *Life with Father*. "I decided to become

an actress when I was born," said Carol. "For Broadway I rehearsed 25 hours a day. It's the person who bats his head against a stone wall who gets somewhere."

THE YEAR'S BIGGEST

antiseptic mouthwash value!

FAMILY SIZE BOTTLE... **49¢**
GET 25¢ BOTTLE... **FREE!**

COMPARE with higher priced Antiseptic Mouthwash... COMPARE ingredients on the labels... TEST VI-JON in your home. Learn why millions always buy VI-JON Antiseptic Mouthwash.

If not completely satisfied that VI-JON tastes, smells, and gives same results as higher priced antiseptic mouthwashes, return unused larger bottle for full refund.

STOP BAD BREATH

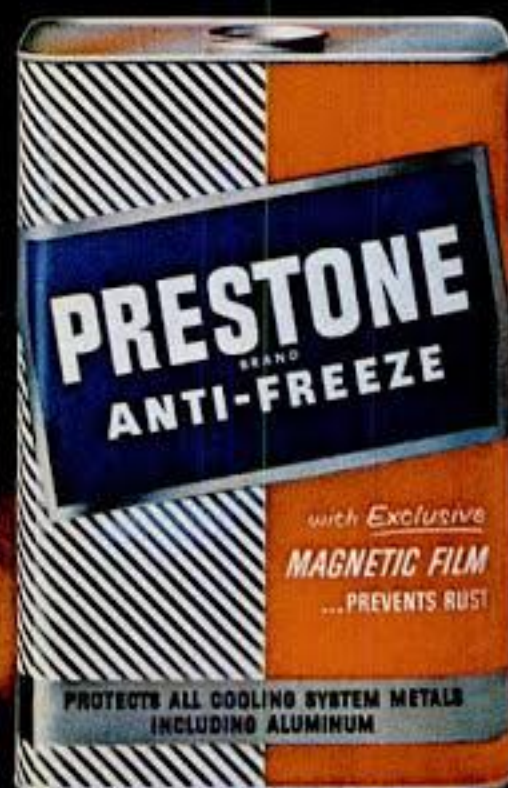
No better antiseptic mouthwash for COLDS and SORE THROATS
SAVE UP TO 1/2—GET VI-JON... at Supermarkets, Variety, and Drug Stores

vi-Jon LABORATORIES, INC.





YOUR CAR NEEDS MORE THAN FREEZE-UP PROTECTION



"PRESTONE" ANTI-FREEZE,
prevents engine burn-outs due to rust!

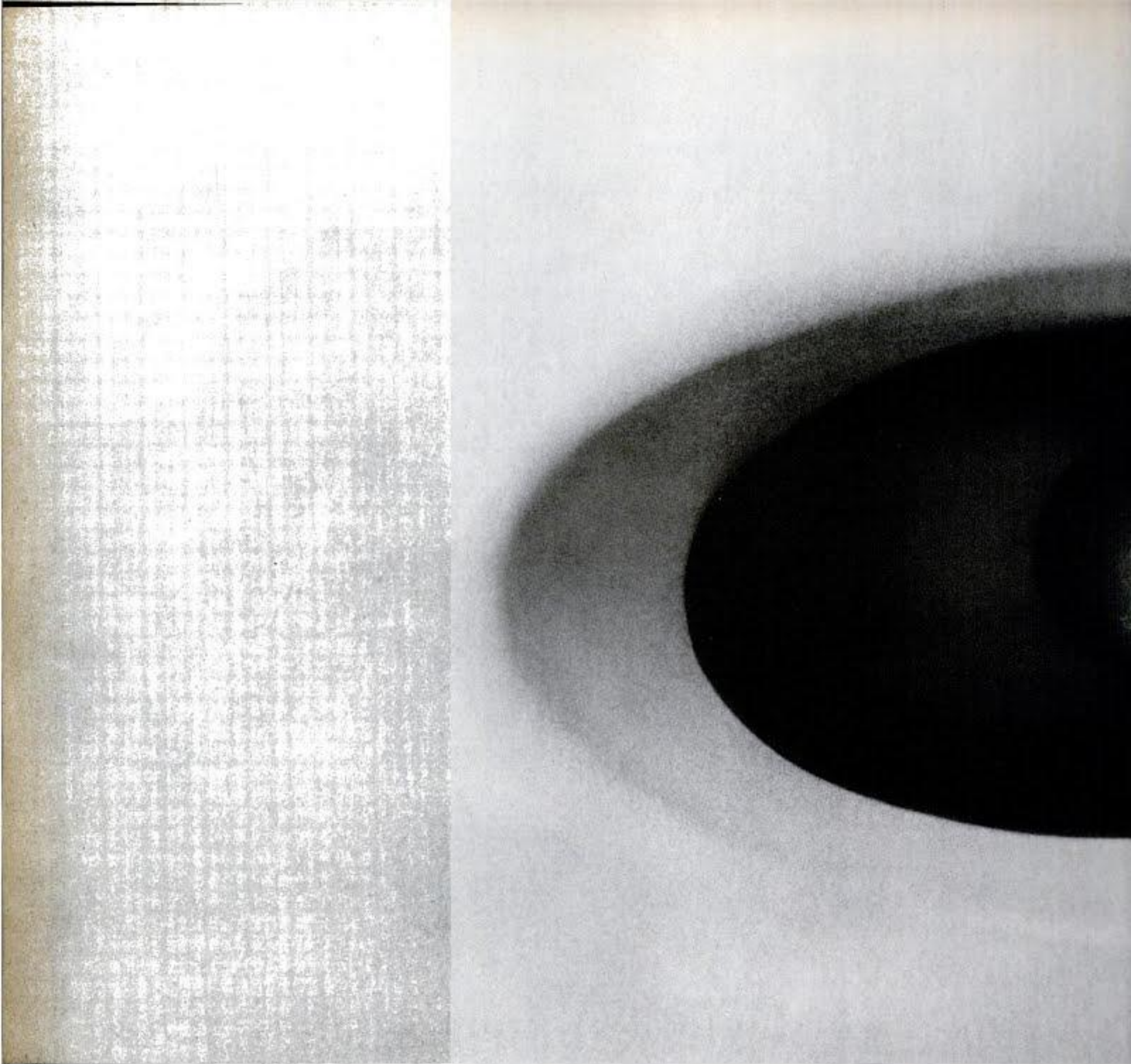
Exclusive MAGNETIC FILM in "Prestone" Anti-Freeze prevents rust by resurfacing your car's entire cooling system!

It's a fact: many more engines are ruined by rust than by freeze-ups. But "Prestone" Anti-Freeze with its exclusive Magnetic Film *prevents* both rust and corrosion. It's today's best protection for all metals, including aluminum! Get *positive* protection against freeze-ups and rust: "Prestone" brand Anti-Freeze with its exclusive Magnetic Film!

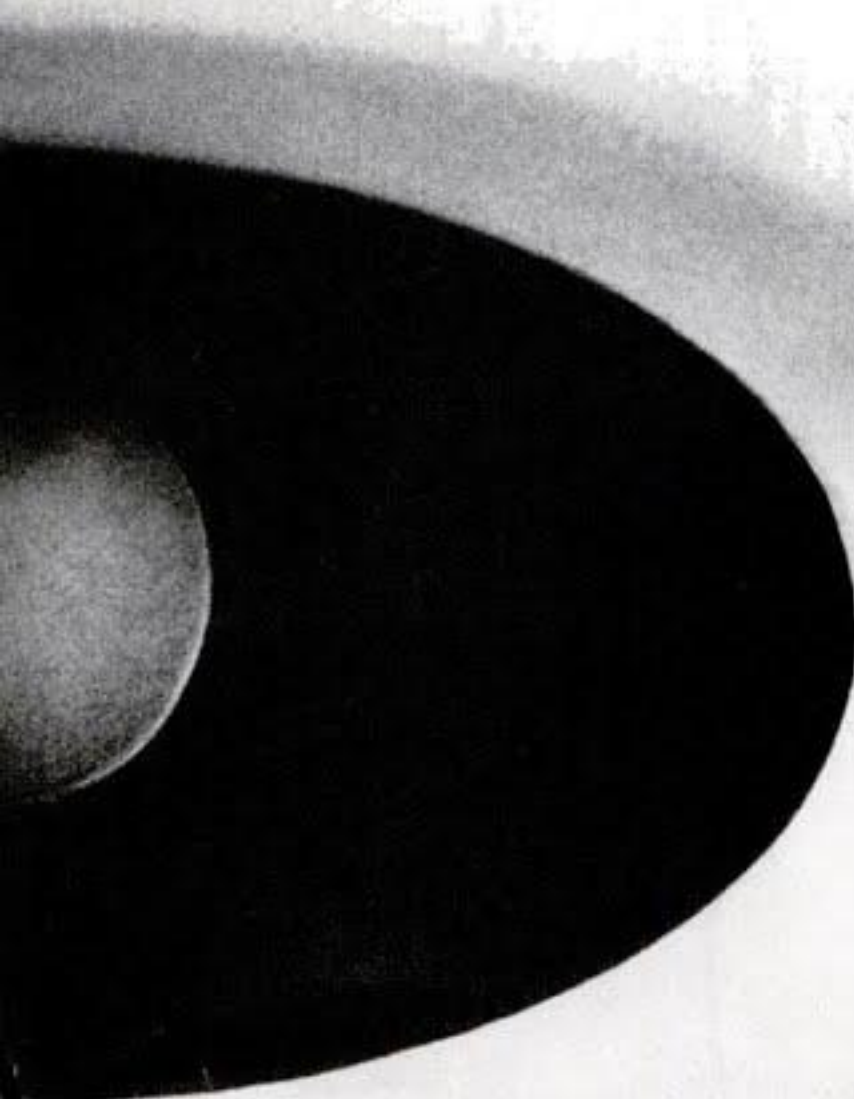
No matter what claims you hear about other products, the world's most tested, most trusted brand is "Prestone." Don't let yourself be talked out of the best. Insist on "Prestone" Anti-Freeze. Look for the famous Green Tag on your car's radiator. It's proof your dealer has installed "Prestone" Anti-Freeze, the premium brand — and not a substitute.

"Prestone" and "Union Carbide" are registered trade-marks for products of
UNION CARBIDE CONSUMER PRODUCTS COMPANY • Division of Union Carbide Corporation • 270 Park Avenue, New York 17, N. Y.





This is the eye of an incredible new Polaroid Land Camera. With this eye, you can now take 60-second pictures automatically. You never have to guess about the light. The electric eye sets both your lens and shutter perfectly—and automatically. You can even take automatic pictures indoors as well as outdoors. You need never get a badly exposed picture again. Whether you take pictures on a blazing beach, in the shade, or in your living room by lamplight, the Polaroid eye makes perfect exposures as simple as clicking the shutter. The eye itself is no bigger than the head of a match, yet it is more sensitive than



electric eyes 100 times its size. It can distinguish infinitely fine shadings of light and dark, much as human eyes can do. But it does more than "see." It instantly measures the exact degree of light and translates it into camera settings with more than human precision. And because of its radically new design, the camera works automatically over a greater range than any other electric eye camera.

Yet possibly the most incredible fact is this: You get your pictures—perfect every time—in just 60 seconds.



The Polaroid Electric Eye Camera

**"Open House"
an all new
Lees carpet,
100% wool pile
in 20 colors—
\$10.99 sq. yd.**

A sensational new carpet value, in luxurious, deep-textured wool.

With "Open House" you get hard wear and the rich, warm beauty that's the hallmark of fine wool. And *this* wool has been blended and triple blended the Lees way, woven densely into every inch. It's easy to clean and keep looking lovely, through busy family living and entertaining, too.

In 20 heavenly colors. Permanently mothproof. See "Open House," feel it, buy it, at your Lees dealer now.



Loomed for lots of living...those heavenly carpets by *Lees*



Lees new "Open House" in Carnival Red, one of 20 sparkling colors. 9' x 12' size, about \$140. In fine homes and business places, everywhere, the carpet's Lees.



Choose with confidence...
every Lees carpet is registered

Jacobs Lees and Sons Company, Bridgeport, Pa.

SMILES ON A TRAGIC SITE



FIRE LEFT ROOMS OF OLD BUILDING FULL OF CHARRED WOODEN DESKS

Among the children who took their seats in the gleaming new school, there were some with scars on their hands and faces but they all wore smiles. These were the pupils of Chicago's new Our Lady of the Angels School, rebuilt on the site where, two years ago, the old wooden school burned in a dreadful fire which killed 92 children and three nuns and injured a hundred others (LIFE, Dec. 15, 1958).

Everything possible has been done to make the new million-dollar school safe from fire. Its walls are brick and concrete block. Its ceilings are covered with fireproof tile, its floors with vinyl asbestos and the varnish on the classroom doors is fire resistant. Aluminum fire doors close off the stairwells and sensitive automatic heat detectors, which can send out their own alarm, dot the ceilings of stairways and storerooms. Red-painted alarm levers have been placed in the hallways low enough so that even first-graders can reach them.

After the fire the parish school rented quarters in three neighborhood public schools for its classes. Some of the badly burned children had to study at home with special teaching aids. Most of them are back at school now, but several of them still have long years of plastic surgery ahead.

SCARRED VICTIM OF THE FIRE, MARIE HARTMAN (LEFT), SITS AT NEW DESK NEXT TO PATRICIA DEL DEBBIO WHO WAS ABSENT FROM SCHOOL ON DAY OF FIRE



Everything tastes better with all 3

MOGEN DAVID WINES

Concord

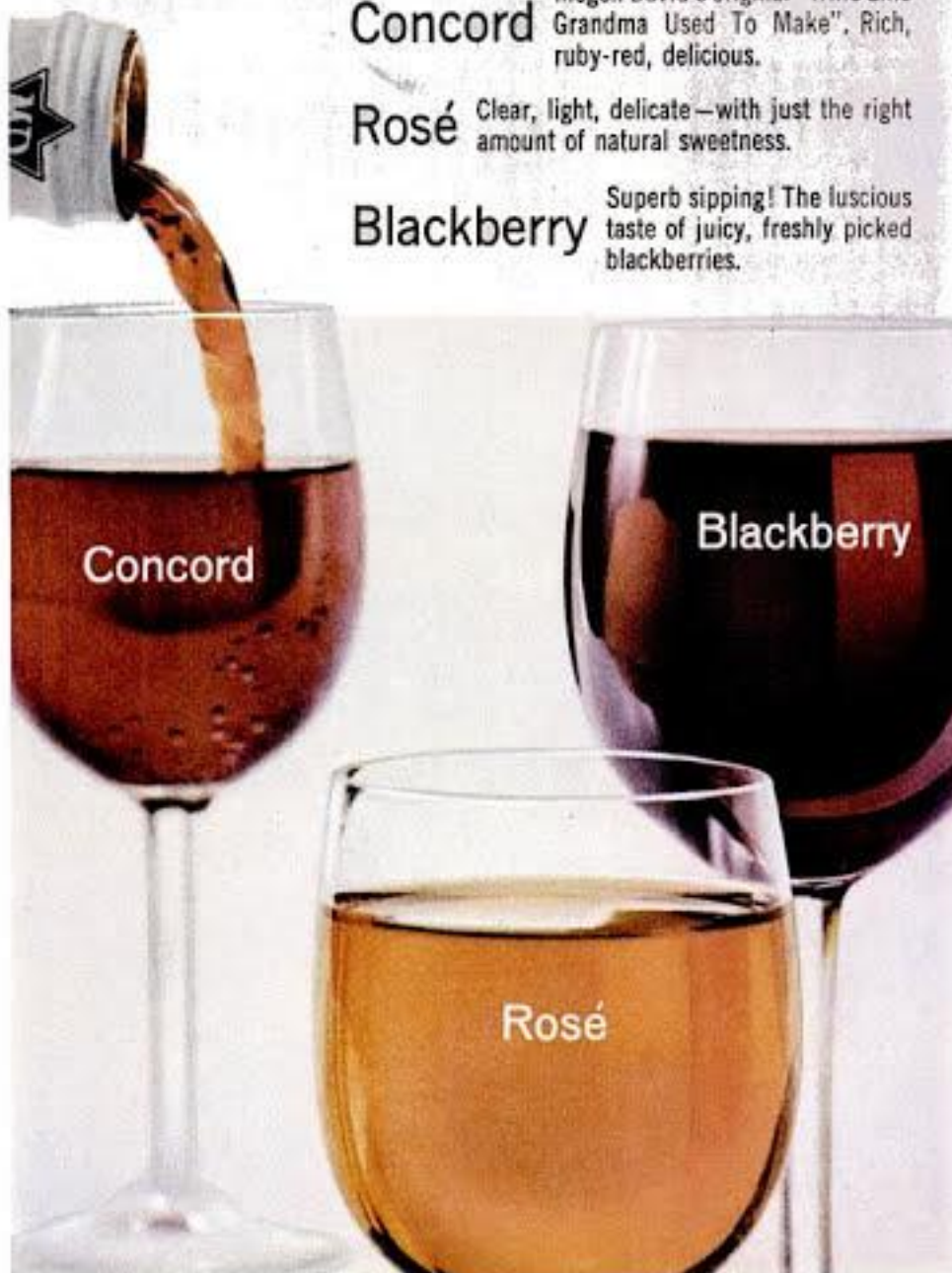
Mogen David's original "Wine Like Grandma Used To Make". Rich, ruby-red, delicious.

Rosé

Clear, light, delicate—with just the right amount of natural sweetness.

Blackberry

Superb sipping! The luscious taste of juicy, freshly picked blackberries.



MOGEN DAVID AMERICAN CONCORD AND BLACKBERRY, SPECIALLY SWEETENED NATURAL WINES. MOGEN DAVID WINE CORPORATION, CHICAGO.

SMILES AT NEW SCHOOL CONTINUED



OUTSIDE NEW BUILDING the children play games at lunchtime recess. A nun supervises play in the blocked-off street which serves as playground.



IN BRIGHT KINDERGARTEN, full of toys, teacher Sister Mary Remi amuses a group of intent 5-year-olds with a demonstration of toy fire engine.



Mike Sullivan

Big weekend . . . or big business, the DC-8 gives you a jet-fresh send-off!

You're as fresh when you land as when you take off

...ANOTHER REASON WHY
MORE AIRLINES CHOOSE
THE DC-8
THAN ANY OTHER JETLINER

Travel with the problems taken out of it! That's the way you travel by Douglas DC-8 jet! You land fresh and relaxed—ready to get the most out of whatever's ahead.

The ability to "fly you there fresh" comes from two elements of Douglas

design: It's a pilot's plane for ease of handling and response. It's a people's plane, too—designed from the first with you in mind.

You'll sense this the instant you step aboard your Douglas DC-8 Jetliner and it lifts you featherlight into

the velvet stratosphere at ten miles a minute . . . as smoothly, as steadily as if you were standing still.

Make a date to go DC-8. The traditions behind the famous family of "DC" airliners assure you it's the finest way to fly.

DOUGLAS *DC-8*



A Capitol Background for

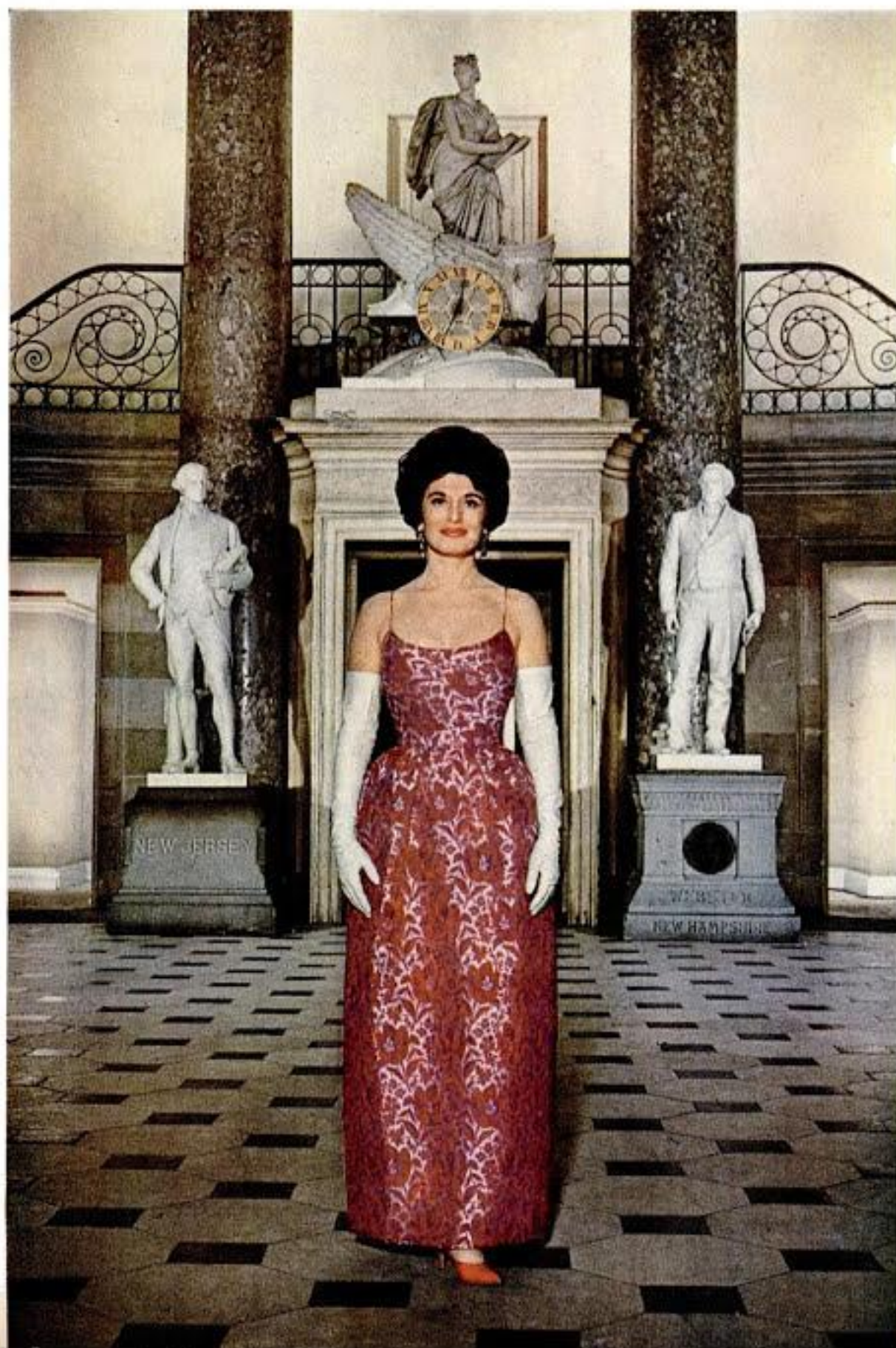
Lawmakers' wives and kin model most elegant U.S. designs

The imposing marble hallway below echoes more often with the deliberate footfall of lawmakers or the shuffle of tourists than with the silken sounds of ladies dressed up for the evening. But, in an unusual portfolio, wives and kin of senators and representatives use the ornate decor of the Capitol as a background for the most elegant new American evening dresses of a season that promises to be one of the most glittery in years. These are the kind of stately styles that are worn on high Washington occasions like embassy receptions or an inaugural ball.

These Washington women are all handsome and

have figures that models might envy. Almost all mothers of small children, they conscientiously curtail their social life. But they must appear at certain parties and entertain constituents and for this they need more formal clothes than they wear back home. The gowns they model so well here are "special" and, like all this season's most special formal dresses, are slim and often have an easy fit. The full-skirted strapless gown that had to come through a door sideways is gone. If the shape is simple, however, everything else is extravagant. The fabrics are sumptuous, bejeweled and befurred, shimmering with sequins.

Photographed for LIFE by FRANCESCO SCAVULLO



Mrs.
Jacob Javits

Wearing a narrow cut velvet dress by Pauline Trigère, Marion Javits, wife of a Republican Senator from New York, stands in Statuary Hall in the House of Representatives. Mrs. Javits, who is an actress, has three children and lives mostly in New York. Statues are of Richard Stockton (*left*), a signer of the Declaration of Independence, and Daniel Webster.

Mrs.
John Dingell

Helen Dingell, wife of a Democratic congressman from Michigan, ascends the Senate wing's grand stairway wearing a satin dress with bolero-style top by Tom Brigance. Behind her is William H. Powell's painting *The Battle of Lake Erie*, showing Perry leaving his sinking ship. Mrs. Dingell, the mother of two young children, sometimes designs her own clothes.



Style and Beauty







**Mrs.
William
Moorhead**

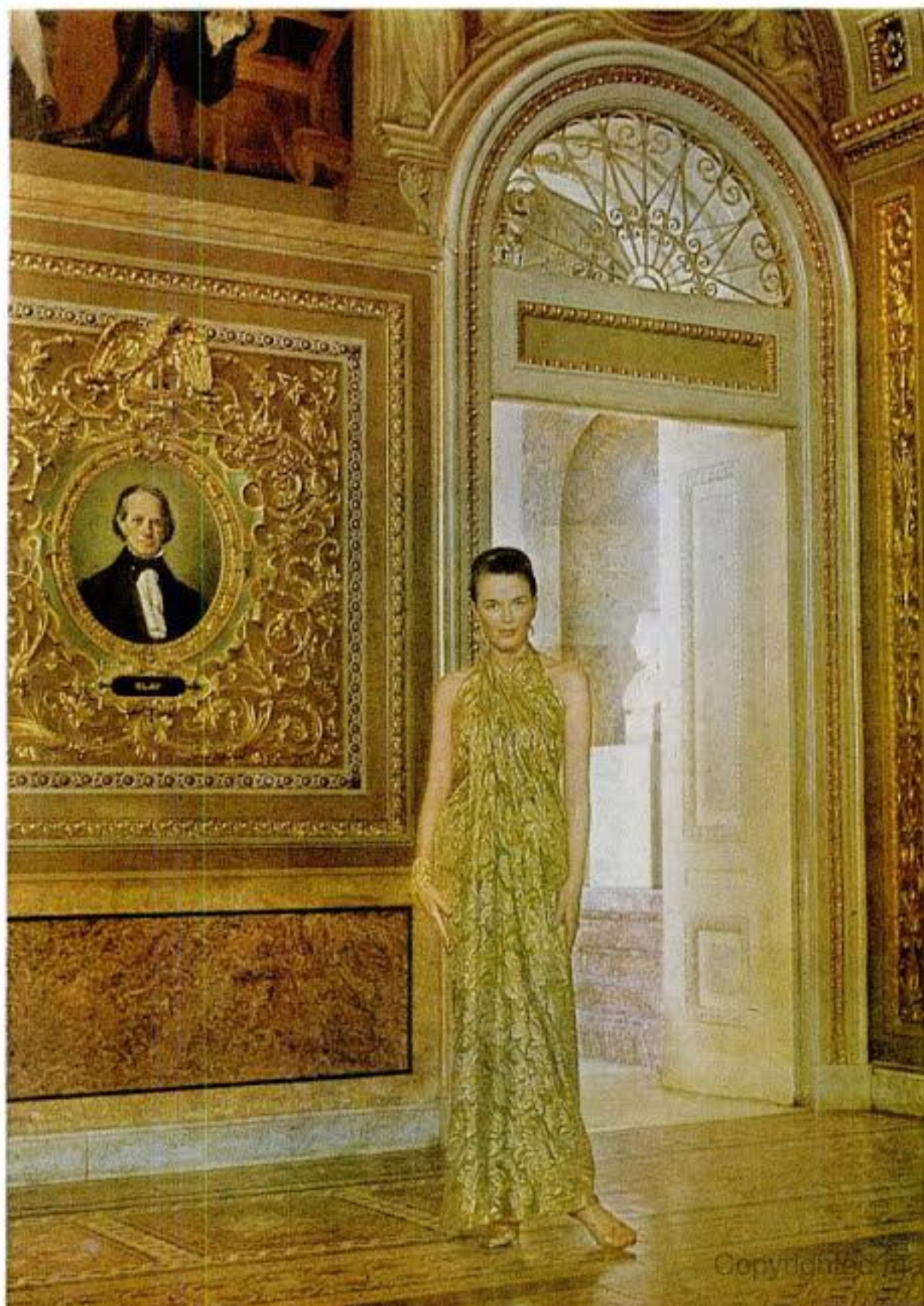
Wearing brocade coat col-
lared in sable over a satin
sheath (Adele Simpson),
Lucy Moorhead stands be-
fore a panel painted by
Constantino Brumidi who
worked 25 years doing fres-
coes in the Capitol. Wife
of a Democratic congress-
man elected last year from
Pennsylvania, Mrs. Moor-
head is a Vassar graduate
and the mother of four
children, ages six to 12.

**Mrs.
Henry Reuss**

Margaret Reuss says she
is most at home in blue
jeans. But here in a Sen-
ate corridor with a vaulted
ceiling decorated by Bru-
midi she wears an opulent
beaded sheath and jeweled
coat by Samuel Winston.
An economist, Mrs. Reuss
is an occasional volunteer
in her husband's office—
he is a Democratic repre-
sentative from Wisconsin.
She has four children.

**Mrs.
Ross Bass**

In a brocade gown by Ceil
Chapman with a loosely
draped front panel and a
halter neck Avanel Bass
stands in the Senate re-
ception room, beside a por-
trait of Henry Clay. She is
wife of a Democratic rep-
resentative from Tennes-
see. A South Carolina girl,
she was a New York model
before she married. Now
she is a full-time work-
er in her husband's office.





Mrs.
Thomas
Kuchel

Betty Kuchel, wife of the Republican senator from California and party whip, wears long dresses only to embassy affairs. This one by Ceil Chapman has a sequin sweater top and soft chiffon skirt. This is the north rotunda, the oldest part of the Capitol, decorated with a mosaic floor and columns ornamented with leaves, flowers and stock of tobacco plants.

Mrs.
Robert
Kastenmeier

Walking down a marble stairway in the east wing, beneath a 100-year-old seal of the U.S. coat of arms is Dorothy Kastenmeier, wife of a Democratic representative from Wisconsin. She wears a short fringed sheath from Maurice Rentner. Mrs. Kastenmeier, who modeled briefly in her native Texas, has a year-old son and is an amateur painter.





Mrs.
William
Proxmire

Wife of the Democratic Wisconsin senator, Ellen Proxmire wears an ankle-length brocade sheath by Jane Derby in the office of the Senate Appropriations Committee. It was decorated with nautical panels by Brumidi when it was used by the Naval Affairs Committee. She has two children and writes a column of Washington news for 55 Wisconsin papers.

Mrs.
Jack Warner

Gwen Warner wears a sari dress trimmed in gold by Molly Parnis. She stands next to a bust of McKinley in the "President's room" off the Senate floor, considered the most beautiful room in the Capitol. Gwen spent weekends with her uncle, Republican Senator John Sherman Cooper from Kentucky while going to school in Washington, was married last July.





Blushing
Angel Face



Golden
Angel Face

Picture proof: see how different shades of Angel Face can change this beauty's complexion (and yours) to make every fashion color becoming

Lipstick by Pond's
Eyes by Aziza

Now! You can change your skin tone to look lovely in any fashion color —with Pond's new *Angel Face*

Here's the first fashion cosmetic—Pond's new Angel Face! It's the *only* compact makeup with cosmetic-silicones—and it actually lets you wear different skin tones for different fashion colors!

You can choose an Angel Face shade to brighten your complexion . . . another to lighten your complexion . . . another to tone it down. Angel Face makes hard-to-wear fashion colors flattering to you as no other makeup can. Because Angel Face—and no other makeup—has cosmetic-silicones.

This Pond's discovery lets Angel Face change

your skin tone naturally, beautifully. Cosmetic-silicones form a protective barrier against skin moisture so Angel Face shades won't discolor.

Nobody's complexion is *quite* perfect, so you'll love the way Angel Face conceals every tiny flaw . . . gives you the look of a perfect complexion.

Today get two, three or more new Angel Face shades and look lovely in *any* fashion color!

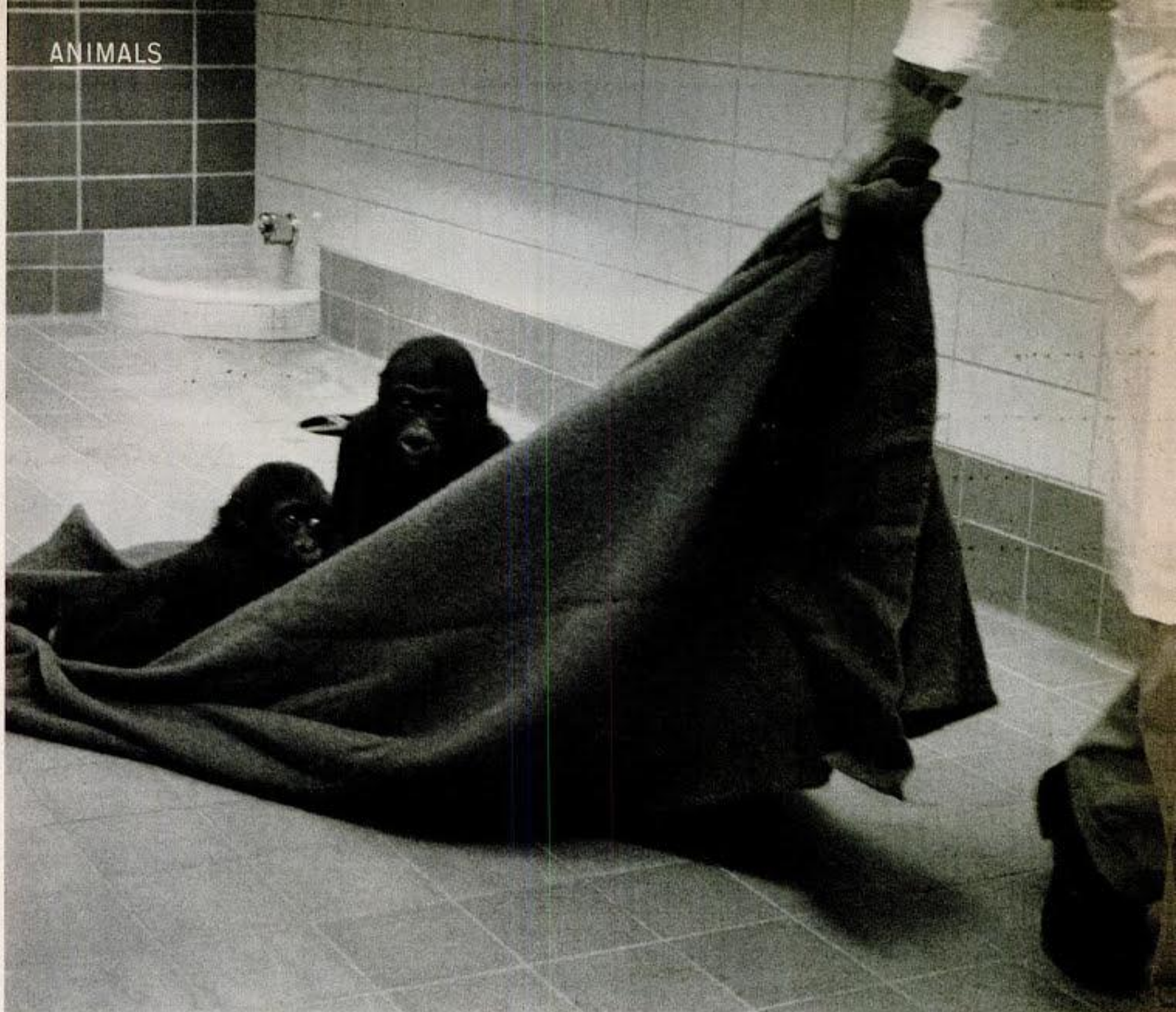
Beautiful new Fashion Case holds the finest powder and foundation in-one. Black or white with 24K gold design \$1.25. New aqua Vanity Case for home or purse 69¢. Both plus tax.

Pond's costume-complexion shade selector

costume colors	POND'S ANGEL FACE SHADES			
	fair skin	rosy skin	olive skin	dark olive
reds-pinks	ivory	natural	natural	tawny
orange-yellows	golden	golden	golden	bronze
greens-blues	natural	ivory	pink	blushing
browns-black	pink	ivory	blushing	tawny
white-neutrals	natural	tawny	blushing	tan or deep tan



Copyrighted material



RIDING ON A BLANKET, Terra (*left*) and Tanga are pulled around their cage by their keeper. So far they much prefer to play around with a blanket than to

use the modernistic slides, bars and toys the zoo has provided. When particularly active they manage to shred their way through about nine blankets a day.

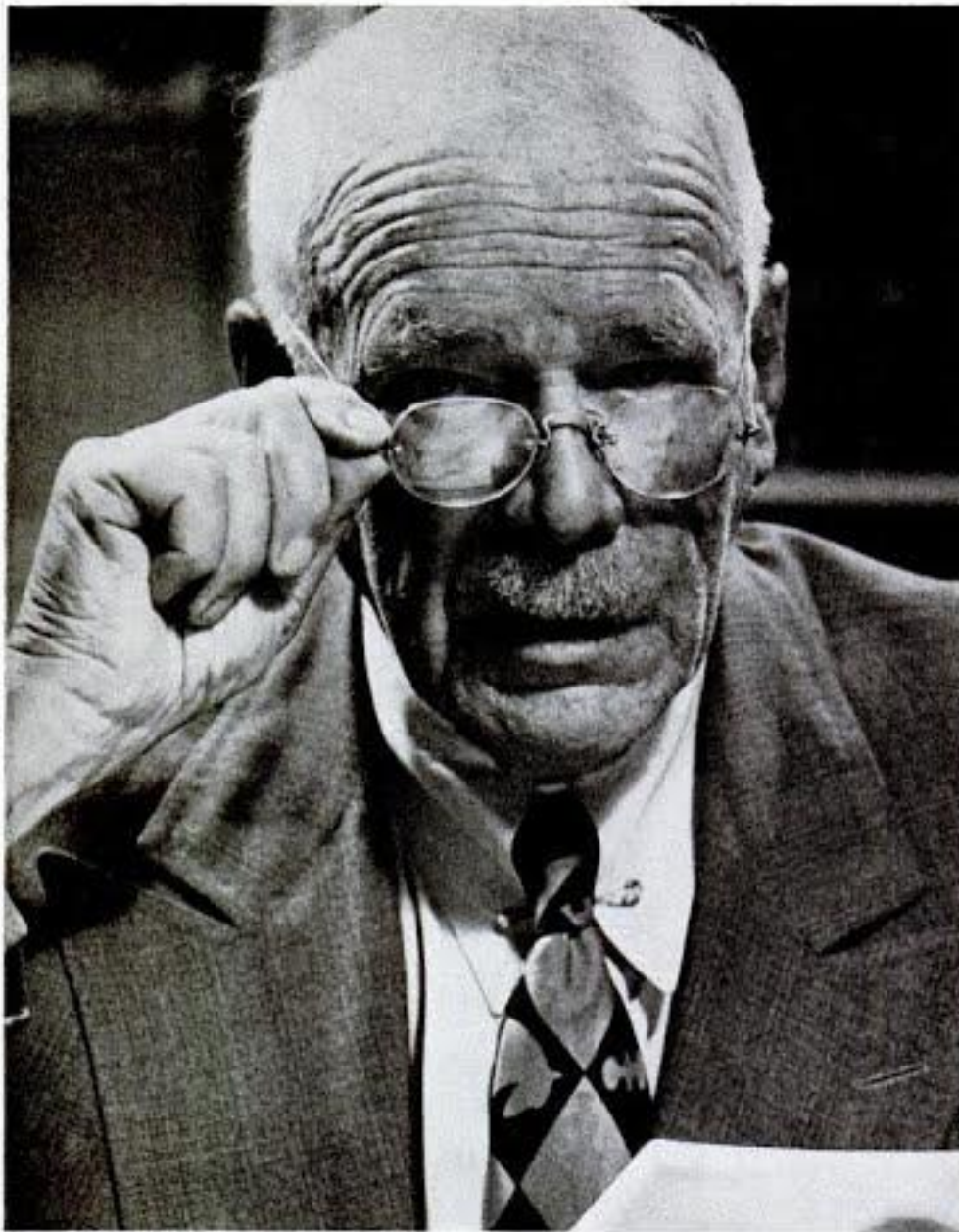
Two Coddled Gorillas

Zoos find baby gorillas hard to raise because the young animals are so susceptible to virus diseases that they have to be kept away from people. Yet they are also susceptible to loneliness and need lots of affection and attention. When the Milwaukee Zoo was given two young gorillas from Central Africa it solved its double problem by putting them in a new, super-hygienic primate house and assigning one keeper to be their full-time companion.

So far the young apes, Tanga and Terra, have stayed healthy and happy. Their keeper, Lester Bulgrin, plays games with them and takes them to visit the other gorilla. For the next two years the pair will be petted and coddled. Then, because grown-up gorillas don't know their own strength and may crush human friends in play, Tanga and Terra will have to rely on each other for companionship.



TAKING A REST, Tanga, the male (*left*), and Terra, the female, solemnly stare at visitors. Although older and bigger than she is, Tanga demands more affectionate attention than Terra.



"Sensible People Insure Their Cars and Homes Thru Independent Agents"

"When you've lived as long as I have—and seen as much of the world as I have," says Mr. Kaltenborn, "you get to know how important the service of, say, a good lawyer or a good independent insurance agent can be."

"Why, I wouldn't know where to begin if I had to handle my own insurance. What's the best company for car insurance? What's the best company for fire insurance? What's the best company

for theft? Or for liability? I don't know. Maybe one company is best for all—but I very much doubt it."

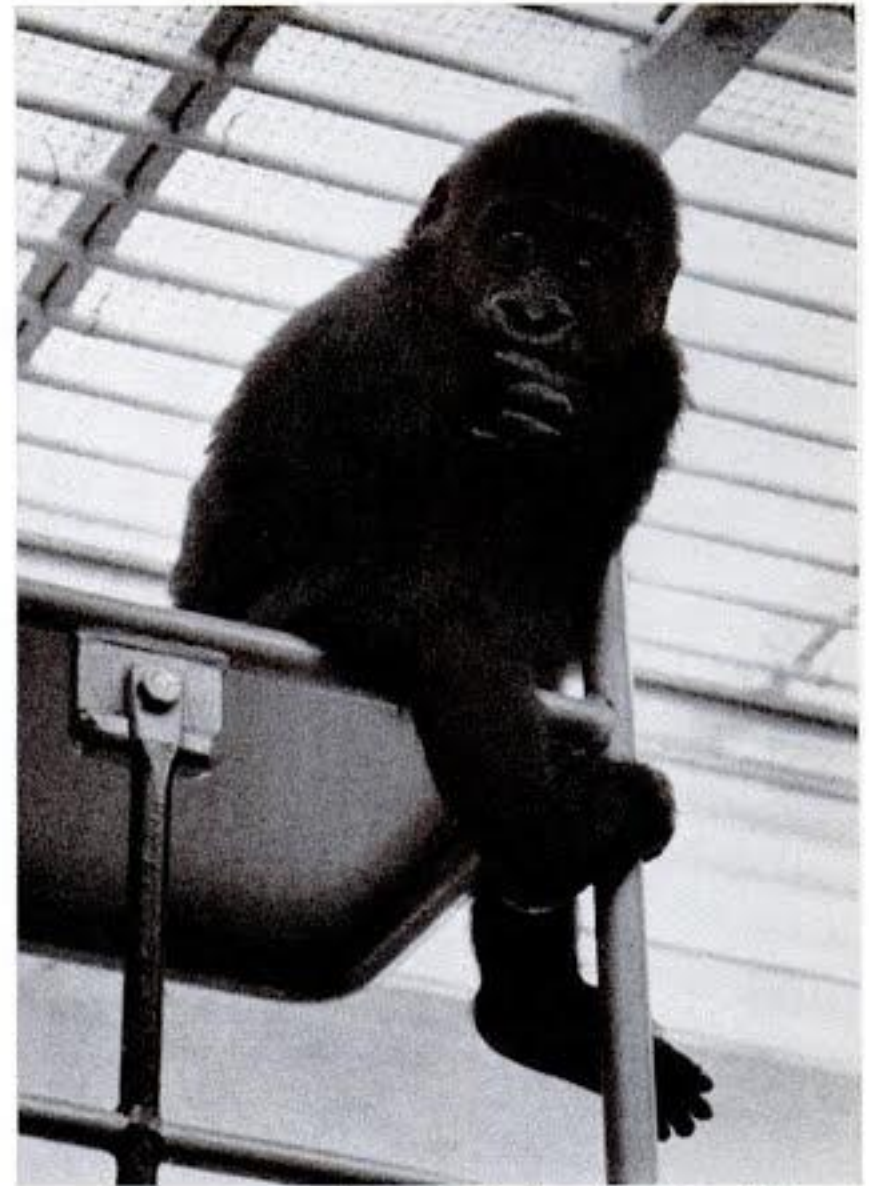
"And suppose I have a disagreement with the insurance company? I don't have the time, energy or ability to handle my own insurance—that's why, like most people, I have an independent insurance agent."

H. S. Kaltenborn

You can buy insurance with confidence from the man who shows this seal. Only an independent agent can display it. Look for this seal before you buy insurance.



NATIONAL ASSOCIATION OF INSURANCE AGENTS, INC.



ON CLIMBING LADDER, Tanga waits for Terra to join him. Only noise the gorillas now make are angry screams when one chews on the other's ear.



VISITING A NEIGHBOR, the young gorillas exchange stares with Samson, the zoo's 10-year-old gorilla. Keeper wears mask to lower risk of infection.



WORTHY OF YOUR TRUST

Today, as for 165 years, it is still the Beams who make Beam in Kentucky
... the World's Finest Bourbon since 1795



Today's 5th and 6th generation Beams stand at the well dug by Jacob Beam in 1795.



Baker and Booker, 6th generation, draw fresh "jug yeast" for new mash.



Carl, 5th generation Master Distiller, supervises the preparation of new mash.



T. Jeremiah, 5th generation, keeps a watchful eye on Beam bourbon as it leaves the warehouse after aging.



T. Jeremiah, head of the House of Beam, supervises every step in the making of Beam Bourbon.



BEAM'S CHOICE—
(green label) Charcoal Filtered, 6 years old, 190 proof) sour mash bourbon with an unique good taste.

BEAM'S PIN BOTTLE—
Rare bottling of Kentucky Straight bourbon 8 or 10 years old, (85.8 proof) with built-in pourer.



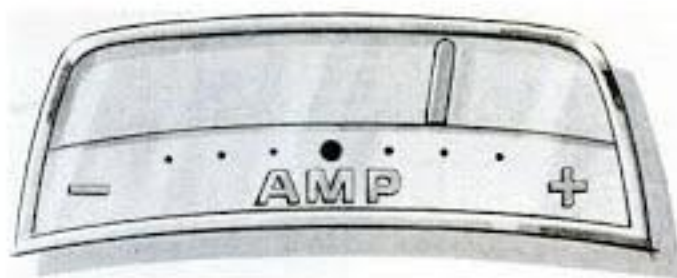
Only Beam tastes like Beam—only Beam tastes so good. That's because only the Beams know the very special way to make bourbon taste this good. For 165 years Beam bourbon has been carefully distilled by six generations of the Beam family. Today, the 5th and 6th generations follow the same formula that Jacob Beam created in 1795. That's why there's always genuine enjoyment in every taste of Beam bourbon.

JIM BEAM

JIM BEAM 85 PROOF. ALL KENTUCKY STRAIGHT BOURBON WHISKIES DISTILLED AND BOTTLED BY THE JAMES B. BEAM DISTILLING CO., CLERMONT, KENTUCKY

***His radio and heater are running,
his motor is idling . . .
but his***





battery is charging

Why Chrysler Corporation's exclusive Alternator sends the generator to join the lost generation



Remember when cars had hand cranks, running boards and rumble seats? It won't be too long now before you can add the generator to that list. Chrysler Corporation's new Alternator (shown at left) makes the generator old-fashioned. And you get it on

every one of our 1961 cars at no extra cost.

Unlike a generator, the Alternator provides up to 10 amperes charge when the engine is idling. That's enough to keep your battery charged even when you're stopped in city traffic with the radio and heater on.

What this means, of course, is that you're much less likely to run into battery trouble. Your car will start faster, especially on those cold, winter mornings, and your battery will last longer.

Now you might think it would cost you extra to get an

Alternator on your next new car. Not so. Even though police and taxicab fleets that operate around the clock have been glad to pay many dollars extra for alternator systems, the Alternator comes at no extra cost on every 1961 car from Chrysler Corporation.

Other car makers will offer the Alternator someday. Just as—someday—they'll offer their own versions of Chrysler Corporation's shake-free, squeak-free Unibody Construction. And the 7-soak rust treatment that protects your car's finish (to say nothing of the resale value) year after year. And Torsion-Aire Ride, acclaimed by the experts as the finest suspension system on any American car.

The obvious question is, why wait? You can get all these good things now in a Chrysler Corporation car, and you get them without paying any more than you'd pay for similar models of other makes. If you haven't driven one of these cars lately, now's the time. Your dealer's ready. See him.

Chrysler Corporation

Serving America's new quest for quality



PLYMOUTH VALIANT • DODGE DART LANCER • DE SOTO CHRYSLER IMPERIAL

DON'T MISS THE NEW PLYMOUTH SHOW, "MR. GARLUND" FRIDAY, OCTOBER 14, CBS-TV



Model R 740 VWD. 23" over-all diagonal. 282 sq. inch picture area.

Feast your eyes on the first
and only picture as sharp
and clear as a Spring morning

General Electric
DAYLIGHT BLUE
TELEVISION

Let your own eyes convince you that *here is the clearest, truest picture ever brought to a television screen.*

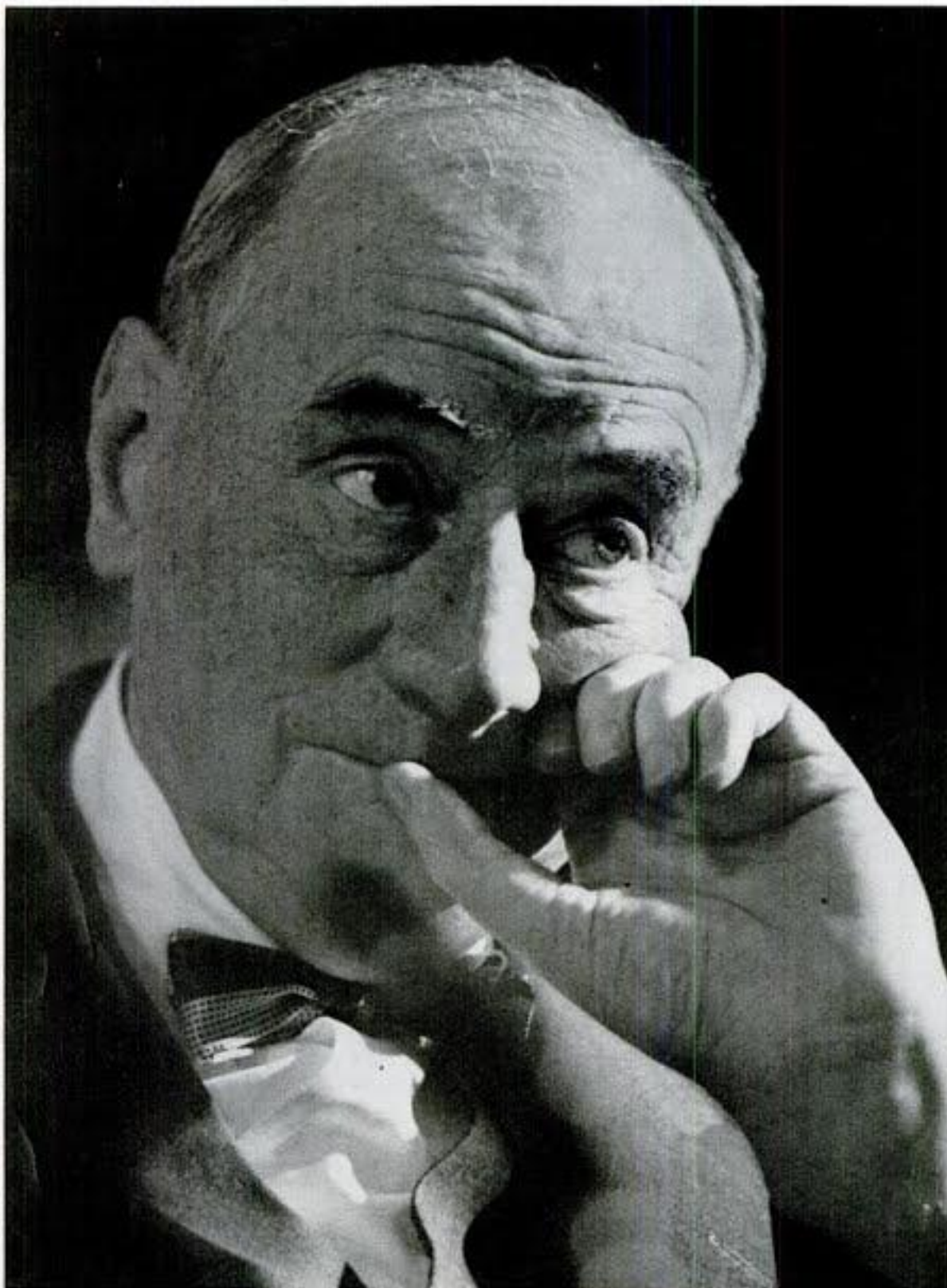
What's the secret? For the same reason that women use washday bluing to brighten whites in their laundry, General Electric engineers have added an almost invisible blue tint to the picture tube, to whiten whites and to sharpen contrast. And here's the best news of all: Daylight Blue pictures are standard on every General Electric TV set, from the least ex-

pensive portable to the noblest console. And how trustworthy can a TV set get? A study of TV sets over a 3-year period has proved that General Electric TV needed less service than any other leading brand. *See General Electric TV at your dealer: the proof is in the picture.*

Progress Is Our Most Important Product

GENERAL  ELECTRIC

TELEVISION RECEIVER DEPARTMENT, SYRACUSE, NEW YORK



AT THE McCARTHY HEARINGS, JOSEPH WELCH WEARS HIS FAMOUS EXPRESSION OF BEMUSEMENT

'I can say that I could do with a little serenity'

The demagoguery of the late Senator Joseph McCarthy cut a swath of bitterness across the U.S. but it also brought the nation's affection to a courtly Bostonian with a quizzical look. Joseph Nye Welch was the Army's lawyer in 1954 when a Senate committee took up charges that McCarthy had sought special treatment for his aide, G. David Schine.

In the confrontation, McCarthy met his match. The nation watched Welch's tactics—the disbelieving lift of the eyebrows, the disarming charm, the deadly question blandly put. He had a cutting wit. But most of all he personified integrity and graciousness. McCarthy tried his brawling tricks on Welch—and went too far when he charged that a young associate of Welch's had belonged to a Communist

organization. Welch rose in defense of his colleague with an eloquence still remembered: "Until this moment, Senator, I think I never really gauged your cruelty or your recklessness. . . . If it were in my power to forgive, I would. I like to think that I am a gentle man but your forgiveness will have to come from someone other than me." Still McCarthy persisted and Welch burst out: "You've done enough. Have you no sense of decency, sir? At long last have you no sense of decency?"

After the hearings, Welch found that they had made him a star actor—on TV and in the movie, *Anatomy of a Murder*. When he died last week, at 69, his admirers recalled his farewell words to the congressional committee: "I can say that I could do with a little serenity."

Bluettes®
...insulated comfort
for really thorough
hot water cleaning

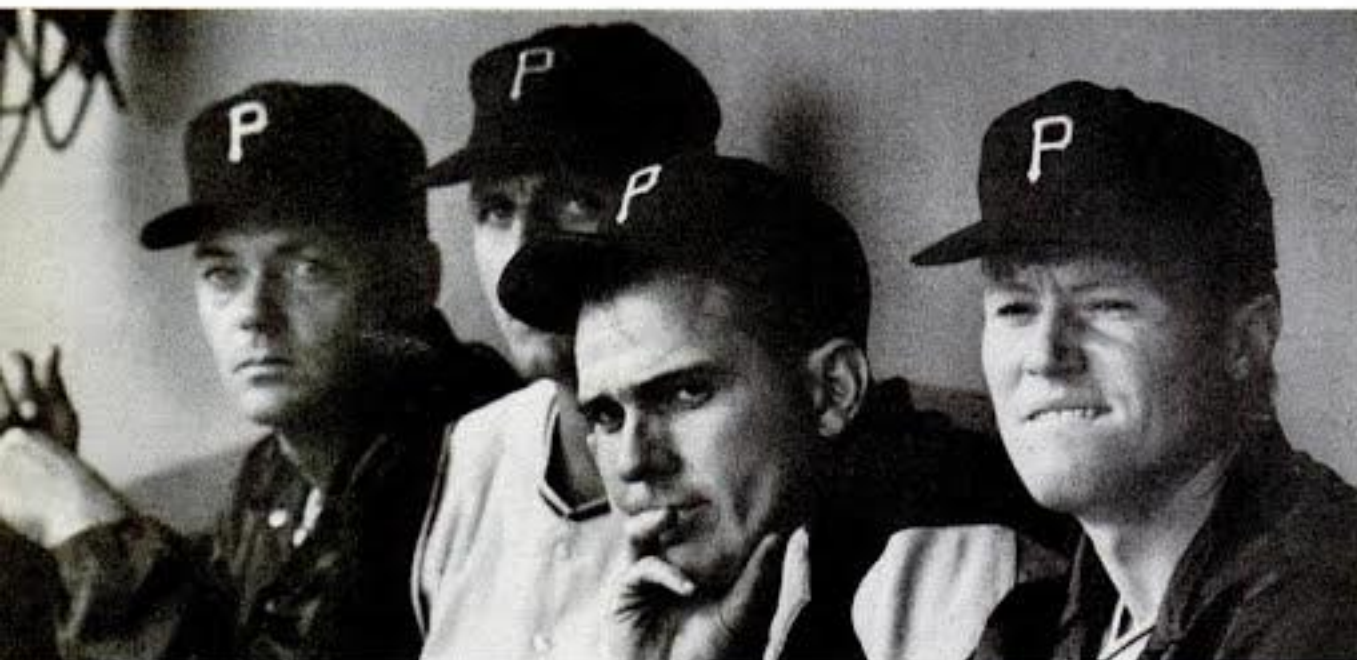
Comfortable knit cotton lining
long-wearing neoprene \$1.69
non-slip surface



From the **PIONEER** 59¢ to \$1.69
WARDROBE OF HOUSEHOLD GLOVES

The PIONEER RUBBER Company • Willard, Ohio

THE AGONY OF A 'LAUGHER'



RELIEF PITCHER ELROY FACE (LEFT) AND BULLPEN MATES WERE MOROSE VICTIMS OF THE "LAUGHER"

Parade of pitchers couldn't put the fires out

Jim Brosnan, Cincinnati relief pitcher and best-selling author, wrote last week's "book" on the Pittsburgh Pirates. This week he tells of the garish horror of pitchers involved in a "laugh."

by JIM BROSINAN

A "LAUGHER" is a ball game that belongs to the hitters. No matter what the pitchers are throwing, the hitters can't miss and well-tonked balls are flying everywhere. These games, which in sports page headlines are labeled with the words MURDER, SLAUGHTER, POUND or CRUSH, happen to every major league ball club several times a season. They are considered passing catastrophes, so horrible that the only thing to do is forget about them. The only thing worse than one laugh is two laughs in a row, which is what the Pirates and their unhappy relief pitchers participated in last week.

Having watched many laughs and pitched in a few myself, I sympathized with the Pirate pitchers. The principal beneficiary of a laugh is the pitcher of the hitting team. With a huge lead behind him, he can't lose a thing by pitching badly. Often he relaxes so well that he pitches his best game. In the winner's bullpen, the normal nervous tension gives way either to high spirits or extreme torpor. One hot Sunday afternoon when I was in the bullpen in Philadelphia, a barrage of Cincinnati home runs put my club so far ahead that four of us relievers fell asleep.

At Forbes Field, Pittsburgh, the Pirate bullpen is equipped with the bare necessities of a relief pitcher's life: two pitching rubbers, two benches, and a telephone on which the manager is the most frequent caller. For the first game of the World Series last week there was not much sitting going on in the bullpen. The phone kept jingling, and one or more pitchers would grab a glove and "get naked," which is to say they heated up.

But on the day of the first laugh, which was the second game, the bullpen was reasonably quiet until the fourth inning when Bob Friend hung a curve ball for Yankee pitcher

Bob Turley, who slapped it into left center to drive in the Yankees' third run. This unexpectedly frightful pitch by the usually efficient Friend opened a Pandora's box of horrors for his successive relief pitchers.

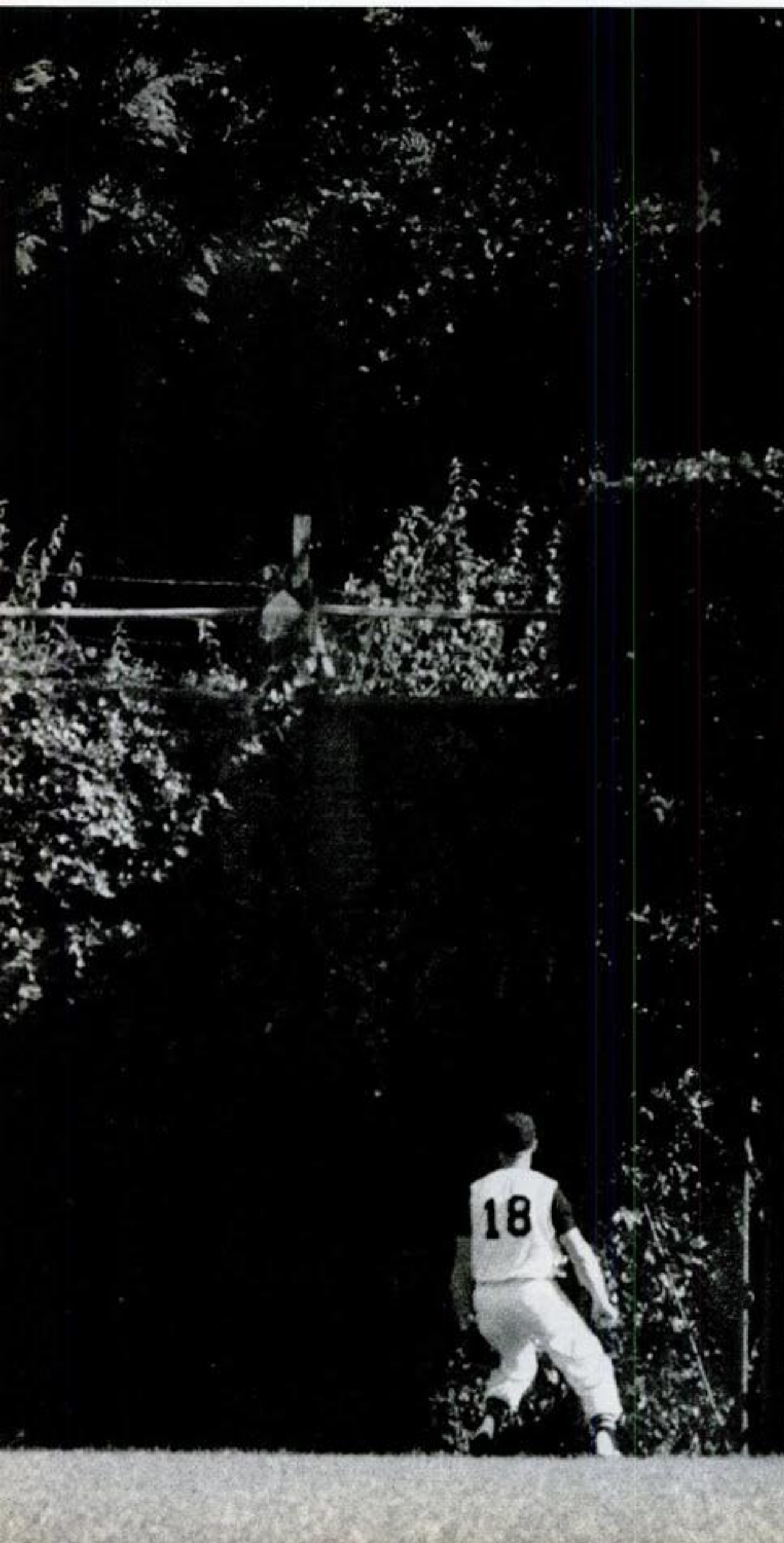
Fred Green nearly choked on his chaw when Mantle hit a line shot into the right field stands. Clem Labine, who told me while he was warming up that he had his good sinker, didn't have good control of his curve ball and served up a couple of fruitful line drives. The phone in the bullpen rang as desperately as if a bunch of people were reporting a fire. Three pale, young Pirate pitchers warmed up nervously. One was so nervous that he kept dropping the ball when the catcher threw it back. A laugh is not a young pitcher's best introduction to a World Series, but eventually they all had to go face the hilarious Yankees. When the Yankee run total had passed 15, the phone stopped ringing. All that was left in the Pirate bullpen were two catchers, slumped over and too tired to talk.

Yankee Stadium was the scene of the second laugh, and it might not have taken place if New York's Bobby Richardson had followed the book on himself. The book said "no power," but when Labine threw him a high, inside pitch with the count at three and two, Bobby refused to accept it as the fourth ball it was and powered it into the seats. That got the bullpen parade going again, and the pale Pirate threesome, blooded veterans by now, were prodded in their heating up when a shot from Mantle arced out 420 feet and bounced into their midst. This time they did better, but it was too late. In a laugh it always is.

Toward the middle of the game a lady Pirate fan wearing a "Beat 'Em, Bucs" ribbon on her hat started rooting for Whitey Ford, who, with a 10-run lead, didn't need the encouragement. The good-humored complacency of Yankee fans turned to restless indifference. The ball game was almost forgotten. Herbert Hoover got a big hand for walking through the stands, and when a foul ball dropped into the seats near Pandit Nehru, the fans rose to their feet for a better look. Many of them stayed up and went home. How long can anyone laugh?



—AND ADVICE FOR MICKEY



MANTLE BEAMS AFTER HITTING TWO HOME RUNS

Batting righty, Mantle belts the longest ball

In last week's LIFE Ted Williams told about the special problems of hitting in a World Series. Here he provides a revelatory insight into the murderous batting habits of Mickey Mantle.

by TED WILLIAMS

THE first time Mickey Mantle came up to bat right-handed in this Series I had a feeling that it was going to happen. I said to the man sitting next to me, "He's going to hit this one out of here." The Series was in its 14th inning at this point and about all Mantle had done was strike out and walk—but up until then he had been swinging lefty against right-handed pitching.

Now there was a big, tall southpaw named Green out on the mound. Being a switch-hitter, Mickey was hitting from the other side of the plate. I've thought for a long time that he was definitely a better right-hand hitter than a left-hand hitter, and he proved it then.

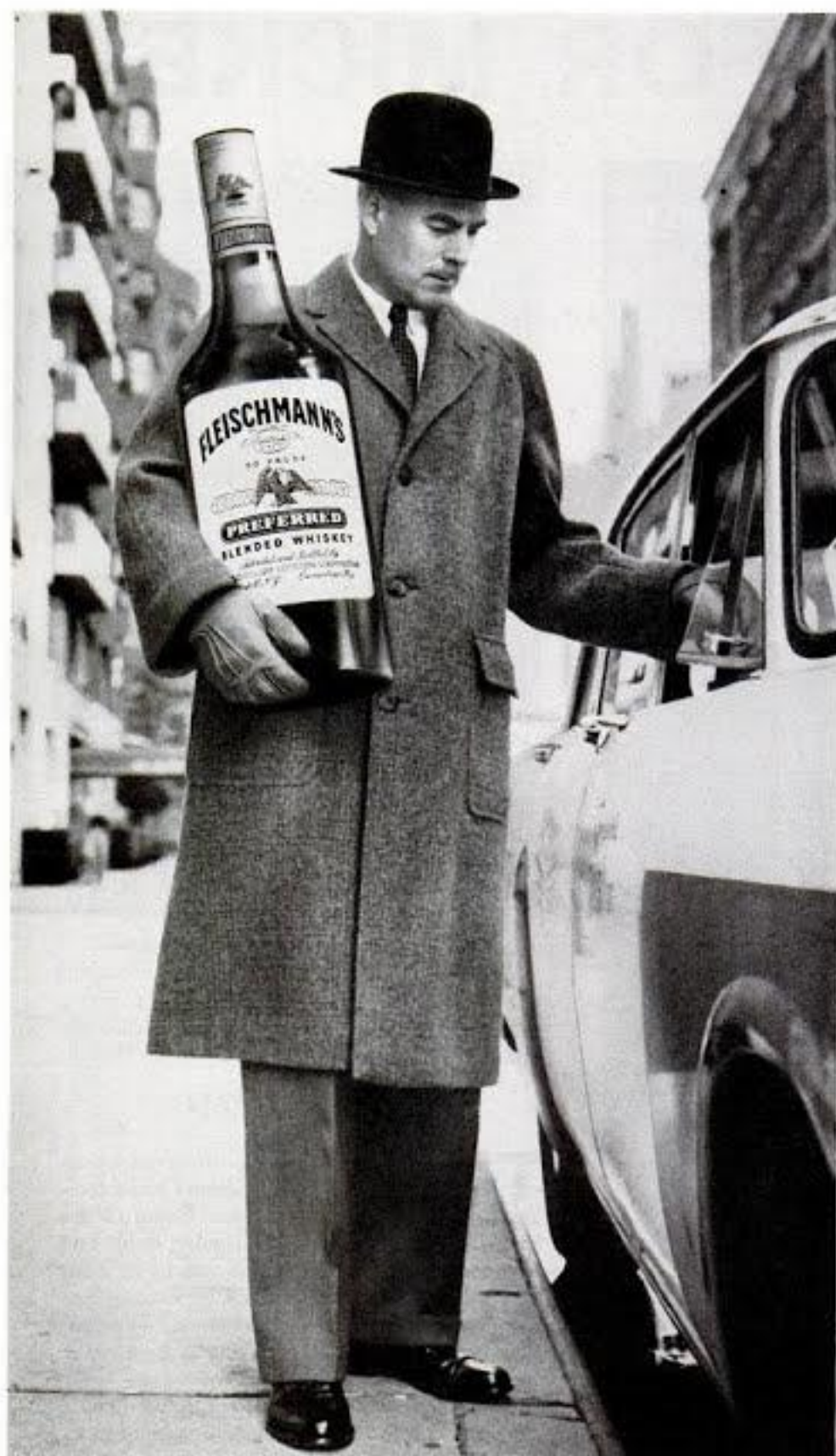
You could tell it was gone as soon as he swung, even though he didn't quite get around on it. It went into the right field stands. This was during the 16-to-3 rout at Forbes Field when there was a parade of Pittsburgh pitchers. Next time up Mantle drew a right-hander and struck out.

But the time after that a left-hander named Gibbon was pitching and I said, "Here it goes again." This one sailed over the wall in deep center field where no other right-hand hitter ever put one. They got out the tape measures and nobody talked about much else for a day or two. It was enough to make anybody wonder why Mantle ever bothers to hit left-handed.

In the third game, at Yankee Stadium, he came up against Green again and hit another tape measure job. I've never seen anybody sting a ball harder than Mantle can. And apparently

CONTINUED

← **MICKEY'S COLOSSAL HOMER** at Pittsburgh clears wall as fielder Bill Virdon stops chasing it.



In Fine Whiskey...
FLEISCHMANN'S
 is the BIG buy!
 90 PROOF
 is why!



BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS
 THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY



SMILING AT HOMER that is going out of Forbes Field, Mantle watches on way to first as kneeling Yankee bat boy, Frank Prudenti, whistles admiringly.

ADVICE FOR MICKEY CONTINUED

those three righty home runs started people to thinking. They suggested that next spring he might consider batting righty all the way. I doubt that he will.

With the short part of Yankee Stadium in right field, it would be a mistake for him to give up the advantage of hitting left-handed there against right-hand pitching. There is also the fact that he is a good bunter and has tremendous speed, and batting lefty puts him one step closer to first base.

But there are some situations where he might well bat right-handed even against right-handed pitching. If the park and the wind and the particular pitcher are in his favor, he ought to try it. Some parks, like Boston's Fenway, are tailored for right-hand hitters.

The small things are very important for a hitter. Even the batter's box can make a difference. Fans think the batter's box is the same everywhere, but it isn't. In Boston, for example, the rear of the batter's box is a fraction of an inch higher than the front part. This always gave me a better hold with my back foot when I swung.

But in Kansas City when it first became big league, the box slanted the other way for better drainage. It felt like you were hitting uphill. On my first trip there I mentioned it to the groundskeeper, and the next time I came to bat there it was nice and level. I hit two home runs that trip, and when the Kansas City manager learned what had happened he was so mad that he almost fired the groundskeeper.

The particular situation should help Mantle decide whether to hit right or left. But he should never forget that he is basically a better hitter right-handed than left-handed. He has a quicker stroke righty and his swing is more level. There's no better proof than the way he killed them batting right-handed in the Series.



SMILING AT HONOR of throwing out first ball before third game, Author Ted Williams makes the toss as baseball Commissioner Ford Frick watches.



Sun, rain, and rich earth filled them to bursting with goodness. Then the flavor-saving magic of our "quick-cooking" method coaxed it all (all but the dew) into jars labeled Kraft Strawberry Preserves and Kraft Strawberry Jelly. Each is so fresh-fruit good, you'll probably want to buy both.

20 flavors...all fresh-fruit good!



Copyrighted material
In Quality Economy Size 100%

SOLD ONLY AT YOUR FAVORITE FOOD MARKET!



DEFENSE BASE



NEWARK, NEW JERSEY
SUBSIDIARY OF PHILADELPHIA & READING CORP.

Endless hours of fun with the most exciting toy ever made—the super-realistic "OPERATION X-500." Rockets & Missiles soar at the press of a button. Superstructure glides into position to change nose cones. Set includes radar screen, helicopter, space men, scientists, and more! Engineered for perfect safety, easy handling—sure to thrill every child from 3 to 12. Another tremendous value in quality toys by DeLuxe—one of the world's largest toymakers.

"OPERATION X-500"

ROCKET LAUNCHER and DEFENSE BASE

- MISSILES FIRE! • ROCKETS BLAST OFF!
- DIALS LIGHT UP! • CRANE REALLY WORKS!
- NOSE CONES INTERCHANGE! • SCIENTIFIC ACTION TOYS!
- DOZENS OF OTHER WORKING FEATURES!



ROCKET LAUNCHER

COMPLETE
SET \$11⁸⁸

AVAILABLE ON LAY-A-WAY PLAN
RESERVE YOUR TOY NOW!

BRING THIS
RESERVATION
FORM
TO YOUR
FOOD MARKET
NOW!

PLEASE RESERVE _____ SETS OF
OPERATION X-500 by DeLuxe at \$11.88 per set

NAME _____

ADDRESS _____

CITY _____



DIAL CONSTANT COMFORT...

sleep snug
through
freezing,
damp,
variable nights!

PENNEY'S PENGUARD AUTOMATIC BLANKET MAINTAINS THE WARMTH YOU SELECT WITH THE FINEST CIRCUIT MONEY CAN BUY, THE UNSURPASSED LUXURY OF 100% VIRGIN ACRILAN® BLANKETING . . .

No finer automatic blanket made! Penney's Penguard blanket lets you enjoy restful sleep you never even dreamed possible before. Lightweight, luxurious, automatically controlled . . . this modern blanket frees you from the need of extra covers, extra storing space, extra special washday care. Beautifully designed lighted dial case puts temperature control at your fingertips, high electronic sensitivity maintains it throughout every inch of the blanket. And richly napped 100% virgin Acrilan acrylic fiber makes Penney's Penguard as luxurious a decorator blanket as you could wish for. Machine washable at medium setting. UL listed. Yours with 2-year replacement guarantee.

Twin, 66 by 90 inches, single control 26.95

Double bed size, 80 by 90 inches, single control 28.95 — dual control 33.95

King size, 106 by 90 inches, dual control 58.95



"The New Certification Tag with the Big Red 'A' — Acrilan® Trademark, is Chemstrand's assurance of rigid quality control."



PEACOCK



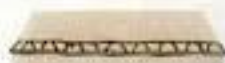
PINK



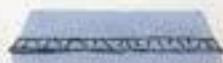
GREEN



BRIDAL WHITE



BEIGE



BLUE



FLAME

PENNEY'S

ALWAYS FIRST QUALITY

J. C. PENNEY CO., INC., 1692 FAMILY DEPARTMENT STORES IN 48 STATES.

Copyrighted material



FOND GRANDFATHER balances George and Cabot Lodge on knee and reads to them from *The Wild Beasts of the World*, one of his own childhood favorites.

POLITICIAN OFF DUTY

Lodge's campaign success interrupts a cherished family life

This grandfather, reading a story about animals to his grandsons, is the surprise of the G.O.P. campaign. When Henry Cabot Lodge was given the Republican vice presidential nomination, some politicians were dubious about this Massachusetts patrician, already beaten by Jack Kennedy in a senatorial election and out of elective office for many years. But his forceful work in the U.N. has given him such an admiring public that there are more demands for his appearances all over the country than Lodge can possibly fill.

Though this demand, which plunged him and his vivacious wife Emily (*see cover*) into the midst of the campaign grind, was gratifying to Lodge, it put a big dent in his family life at the family estate in Beverly, Mass. There, in the tradition of his ancestors—the first Cabot landed in America in 1700, the first Lodge in 1791—he leads the quiet life of a New England gentleman, passing much of his time with his two sons and their eight children, going on family picnics, afternoon sails, and occasionally talking politics.

Photographed for LIFE by BURT GLINN

CONTINUED 105
Copyrighted material

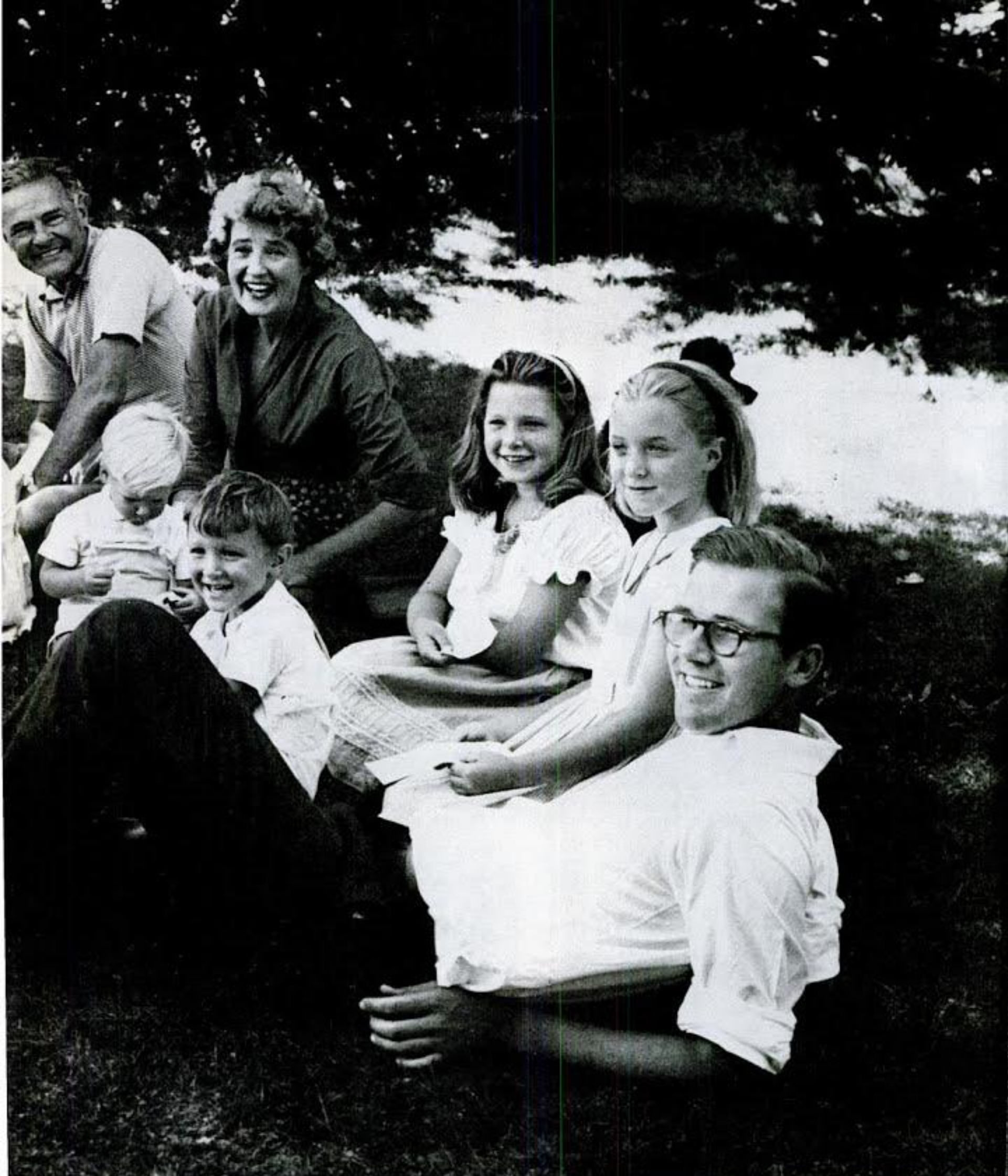


Proud grandparents at a happy gathering

The Lodge estate on Boston's North Shore is a fine place for children, with wide, tree-shaded lawns that lead down to the sheltered waters of Beverly Cove. Both the candidate's sons have their own homes on the grounds, and whenever possible the family gets together for reunions. Lodge's pride and joy is a twin-outboard runabout which he races around with throttle wide open, to the dismay of sons George and Harry, who

prefer sailing. He also likes to take his grandchildren for long rambles through the woods, and he and his sons take great delight in helping the children build complicated dams across a nearby brook on the beach. Mrs. Lodge takes a special interest in the little girls' attempts at cooking, and encourages their efforts by gamely eating whatever they turn out.

In the evenings Lodge sings a rich baritone and gets into dinner-table



of the entire clan

arguments. "No one has ever hesitated to tell him when he's wrong," says his son George, "and he never hesitates to tell us either." He has always encouraged independence in his family. George was allowed to go sailing alone at the age of 5, after first passing his father's rigid seamanship test. And the family's busy life today reflects Lodge's feeling that "there's no reason to exist if you're not doing something all the time."

THREE GENERATIONS of Lodges assemble on grounds of the family estate. The two sons are in foreground, George at left, Henry—always called Harry—sprawling barefoot at right. George, 33, an Assistant U.S. Secretary of Labor, holds younger son George, 2. Behind him, his wife Nancy sits with her 3-year-old nephew Fred. Next to her, Harry's wife Elenita holds John, who was born last July five minutes before his grandfather received the nomination for the vice presidency. In front of the senior Lodges sit Dorothy, 7, George's daughter, and Harry, 2, second of Harry's three sons. Harry, 30, who is an executive with a Boston engineering firm, sits in front of three of George's children: Cabot, 4, Nancy, 10, Emily, 8.

CONTINUED 107

Copyrighted material



IN FAMILY SAILBOAT, the 16-foot sloop *Nancy*, Lodge steers across the waters of Beverly Cove while his elder son George handles the main sheet, the jib

and son Cabot simultaneously. His wife Nancy, after whom the boat is named, holds George in her lap, while Dorothy sits on the deck and maintains bow watch.



RESTRAINING HIS CAT—"a very predatory animal"—Lodge prevents him from chasing a squirrel. The family also keeps three dogs at their Beverly home.

ACCOMMODATING A YOUNGSTER, Lodge pauses and smiles for Kevin → Sweeney, 11, who intercepted him on his way from White House appointment.





BOUQUET FOR MRS. LODGE draws gracious response from the candidate's wife, who stoops to pick up both flowers and 4-year-old flower girl Karen Lane.

She always accompanies her husband on tours, still marvels that "people are so friendly." She often wanders into crowds alone, has to be retrieved by Lodge.



WILMA'S HOME TOWN WIN



The young Negro girl, who had gone to Rome and won fame, came back home to Clarksville, Tenn.—an old southern town some of whose residents remark gently "we've never had any race trouble here and no integration either." But for Wilma Rudolph the town was integrated for a day, at the biggest parade and the first integrated banquet in its history.

Wilma had won three gold medals at the Olympics for her running. She had also won praise for her good looks and charming ways. Clarksville had made plans to greet her, but she almost got back before the celebration was ready. Town dignitaries persuaded her to wait

an extra day in Nashville, 50 miles away, and when she arrived the mayor, William Barksdale, was there to welcome her with a bouquet, and the streets were draped in bunting. Parachutists at nearby Ft. Campbell, Ky. put on a special drop for her and in the evening 1,100 of Wilma's friends and admirers crowded into the armory to hear her eulogized. With tears in his eyes, County Judge William Hudson said, "If I can overcome my emotions, I'll make you a little speech. Wilma has competed with the world and brought home three gold medals. If you want to get good music out of a piano you have to play both white and black keys."

← WAITING WITH WILMA'S BOUQUET, MAYOR BARKSDALE TELLS POLICE TO CLEAR ROAD

Copyrighted material



ON PARADE, she rides in a convertible down a Clarksville street. The soldiers following behind her car are from the famous 101st Airborne Division. At the left is the color guard from Ft. Campbell.



SMILING CHARM that captivated Rome lights up Wilma's face as she holds mayor's bouquet. City officials talked about giving her a car or television but feared that it would jeopardize her amateur status.



another Mayflower customer reports:

"On-time loading and delivery!"

"We couldn't ask for better service than we received on our move from Philadelphia to Chicago. The timing of both departure and arrival was perfect, and so was the condition of our furniture!"

Promptness is a planned habit of Mayflower movers. Pick-up and delivery schedules are carefully arranged to save you delay and confusion. Their courteous efficiency smooths every phase of your move, from careful, safe packing and loading to the unpacking, setting-up, and placement of your possessions in your new home.

Modern Mayflower vans and equipment, with skilled, experienced Mayflower men, make your long-distance move safe and easy. Next move, let Mayflower do all the work. Just call your local Mayflower warehouse agent.

AERO MAYFLOWER TRANSIT COMPANY, INC., INDIANAPOLIS



America's Most Recommended Mover



Your Mayflower agent is a leading warehouseman in your city. He explains service, estimates costs, makes all arrangements. Find him under "Moving."



world-wide service
In all 50 states and Canada . . . overseas by ship or plane . . . our responsibility all the way!



new, higher standard of service
Only Mayflower men are "accredited"—qualified and kept up-to-date by special study, training, and tests.



exclusive, "packed with pride" service
Safeguards all your items, even the most fragile, with special Mayflower methods and materials.



HER PARENTS, Ed and Blanche Rudolph, await Wilma at parade's starting point. He is retired drygoods store worker, twice-married father of 19 children.



FOURTH-GRADE TEACHER Sammie Hodgkins embraces Wilma. Mrs. Hodgkins tried to shake hands, but Wilma said, "No you don't!" and gave her a hug.

Throughout the world...

The
word
for gin
is
GORDON'S

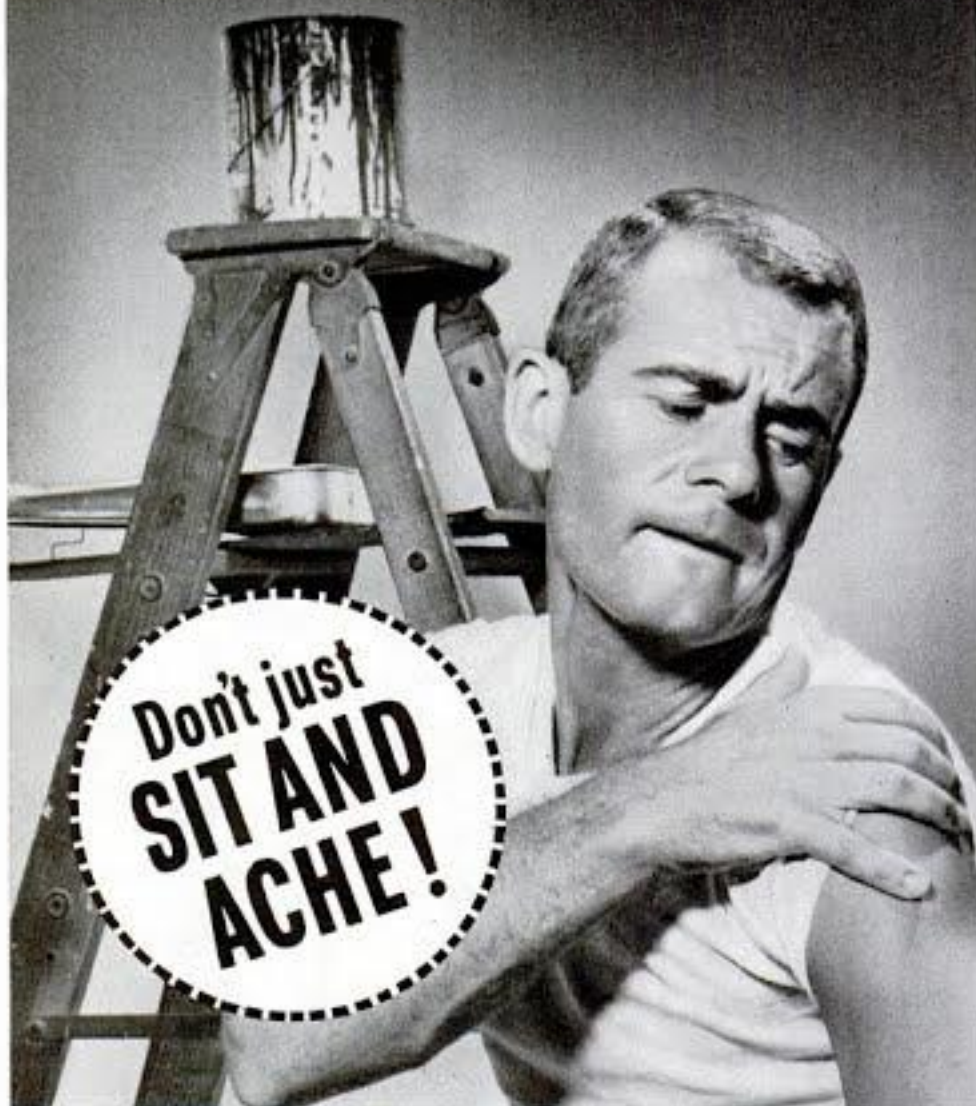


So take the world's word for it...

There's no gin like **GORDON'S**

World's Biggest Seller!

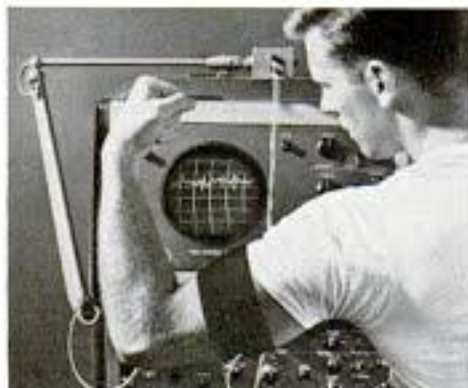
Stiff and Sore?



Relief can come twice as fast

Science proves Absorbine Jr. acts on tired, aching muscles to reduce fatigue itself—to bring relief twice as fast

Now science proves what millions of Absorbine Jr. users have always known—tired, aching muscles get relief with Absorbine Jr. Tests prove muscles can recover twice as fast as when "nature takes its course."



Medical experts measuring muscle power with the Electromyograph have proved Absorbine Jr. can bring muscles back twice as fast as nature can.

SCIENTISTS PROVE the speed with which Absorbine Jr. starts treating the cause of sore, aching muscles. Absorbine Jr. actually dilates the peripheral blood vessel walls. It speeds blood flow at the point of pain and so helps muscles get back to normal faster.

Any time you overwork or over-play and your muscles become stiff and sore, use Absorbine Jr. and see how much faster you feel better. Clean, refreshing Absorbine Jr. can help your muscles get back to normal twice as fast.

NEW
PRES-O-MATIC
APPLICATOR

No Spill • No Drip

ANTISEPTIC
FUNGICIDAL
LINIMENT



Absorbine Jr.

WILMA CONTINUED

NEW LOCAL ADMIRERS



AUTOGRAPHS FOR WHITE FANS are signed by Wilma at parade's end. This week she returned to Tennessee State where she is a junior in education.



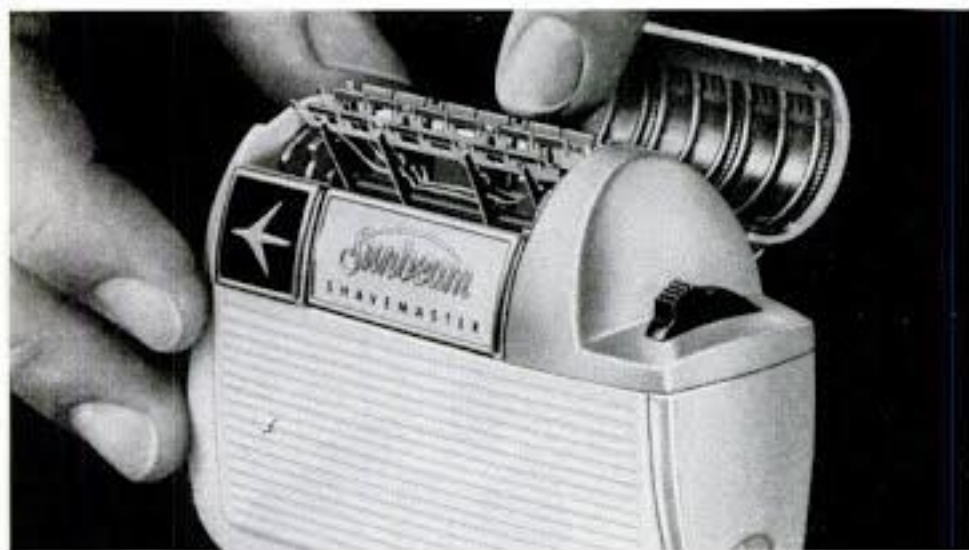
RECEIVING COMPLIMENTS, Wilma sits at banquet in her honor as Mayor Barksdale, Brigadier General and Mrs. Charles Timmes gather around her.



LISTENING TO PRAISE, Wilma looks out over audience as Judge Hudson says, "You had great receptions in New York, Detroit . . . but this is home."

Nothing shaves like a blade -

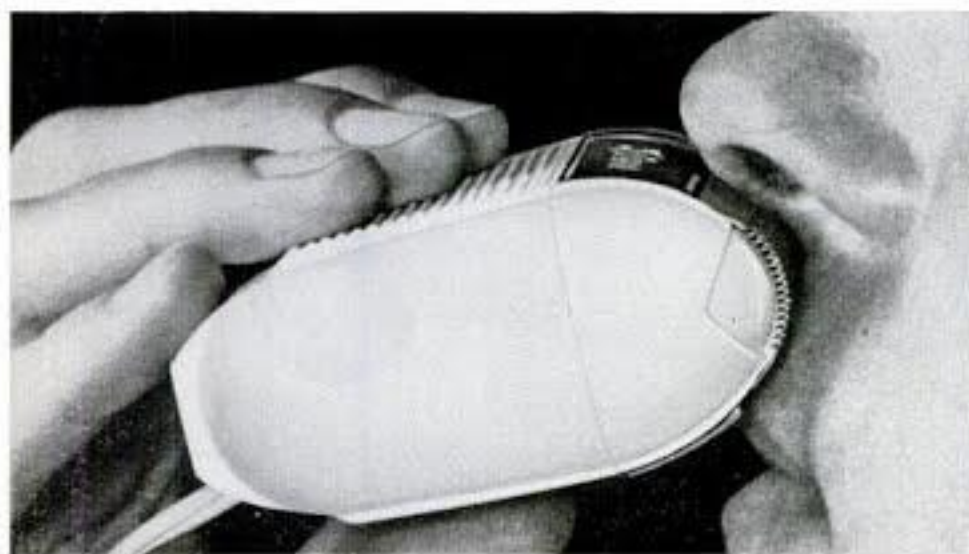
that's why Sunbeam puts 3 real blades in this great new Shavemaster shaver—to give you a closer, smoother, more comfortable shave than any electric ever could before.



1. Basic new design shaves you with three permanent, self-sharpening blades.



2. No matter how you hold it, it's shaving at the right angle—can't miss a whisker.



3. The rounded Shavemaster head really gets into all the tough spots.



4. Only blades can give you an electric shave so close, so fast, so comfortable.

THE new Sunbeam Shavemaster delivers a shave so close, it has to be compared with the results of a straight razor or the sharpest safety blade.

It uses no clippers, no rotaries. Three real blades, locked in place inside the head, shave your beard—however it grows—cleanly, smoothly and fast. No electric could ever shave so close, so comfortably before.

You don't have to spend weeks getting the "hang" of this new shaver! Its rounded head fits

easily into every contour of your face. No matter how you hold it, its quick-cutting blades shave you at the right angle.

It has every convenience, too—an on-off switch, sideburn trimmer and a head that flips open for easy cleaning.

Electric shaving has changed. And this is more than our opinion. It is the conviction of every man who uses the new Shavemaster. Dealers have it now, for you to try.

See it demonstrated on "What's My Line," "Naked City" and "The Untouchables"



NEW SUNBEAM SHAVEMASTER

ELECTRIC SHAVER

Sunbeam Corporation, Chicago 50, Ill., Canada: Toronto 18 @Sunbeam, Shavemaster

Copyrighted material

"Buick built a better engine"

Sports Cars Illustrated, November, 1960

"THE MOST WIDELY COPIED ENGINE IN THE NEXT TEN YEARS WILL BE BUICK'S SUPERB NEW ALUMINUM V-8"

Sports Cars Illustrated, November, 1960

"When a better engine was built, Buick built it"

Sports Cars Illustrated, November, 1960

"There's never been a major component failure during the whole testing program!"

Sports Cars Illustrated, November, 1960



Why Sports Cars Illustrated made Buick blush



We knew our new Buick Special had a beaut under its bonnet, but we're happy so many other people think so, too. In fact, Sports Cars Illustrated, one of the world's leading car magazines, raves so over Buick's new aluminum V-8 in its November issue, we're blushing. Not only do they devote an entire 6-page story to this spirited V-8, but they picture it in full color on their cover. Shown above are just a few quotes. Sports Cars Illustrated hails Buick's V-8 as a revolutionary advance in go-power, and they predict it will be "in furious demand among enthusiasts for all

kinds of sporting uses, most especially for engine swaps . . ."

Actually this new V-8, together with the Special's new aluminum transmission, give the Special the power that would normally have meant adding over 500 pounds more weight. It has *twice* as much pow per pound as the engine of most compacts . . . more even than many full-size sixes and V-8's! Yet, in gas savings, it's right there with the compacts . . . and in price, too! See the new-size Buick Special at your Dealer's today—see why '61 is Buick's Year! Buick Motor Division—General Motors Corporation.



SPECIAL-SIZE

BUICKSPECIAL

THE BEST OF BOTH WORLDS

A Fuss over Lights at Second Debate



THE HEAT OFF after TV debate, candidates swap reminiscences about crowds who have cheered them.

After the first TV debate, the scapegoat for Nixon's bad showing was his make-up man. Last week Nixon looked dandy for his second go at Kennedy, but now it was Democrats who had a backstage peeve which made headlines. They charged a mild-mannered lighting expert named Leon Chromak with trying to rig the TV lights so Dick would outshine Jack. Chromak said it wasn't so: "I don't pick sides. My job is just to make the talent sparkle."

During 12 years as a technical director on Washington's WRC-TV, Chromak had often lighted Nixon and Kennedy on top news and interview shows. For this debate he worked 15 hours plotting nearly identical lighting for the candidates. Then both sides sent advisers to inspect the setup. Nixon's approval came from Imero Fiorentino, a lighting consultant engaged after the Chicago catastrophe. But Kennedy's TV expert, Bill Wilson, said the lights were much too harsh for his man, so Chromak readjusted them to Wilson's bidding.

One hour before airtime Kennedy took personal charge of the lighting. First he stood at his lectern, then at Nixon's. He grumbled about three extra lights in his eyes. Suspecting Nixon's staff, he demanded, "Did they arrange our lights too?"

Then Bobby Kennedy went over to Nixon's lectern and caused an uproar by complaining that Dick had more lights than Jack did, reversing his brother's argument. But Jack ignored Bobby, suggested muting the glare from two 750-watt lamps. One was perched on a high pole to shine down on him, and Kennedy had it moved three feet back. The other was a floor lamp which Chromak had placed to his right. Kennedy preferred it on his left, but Chromak said the shift would throw a slight shadow of his nose on Kennedy's right cheek. "I don't care," said Kennedy. "Move it."

The lights created another confusion—peripherally. To allow for the heat generated by the light, NBC had the room temperature at 64°. Kennedy said, "I need a sweater." By mid-debate, it was 72°. Kennedy did not have to mop his face, but Nixon had to do it seven times. The blaze of lights—120 foot-candles, looked equally distributed between the candidates. Said Chromak, "Did you ever notice the lights dancing in a singer's eyes on the stage? That was the effect I was trying for."

← **CENTER OF STORM**, Chromak leans on Kennedy's lectern as he holds up meter to check lighting.

What have you heard about METRECAL* the new concept of weight control?

Since Metrecal was introduced several months ago in powder form, and with its more recent introduction in liquid form, many people have learned of its effectiveness by word-of-mouth. This factual report provides accurate information on Metrecal—what it is, what it is not.

In September of 1959, Mead Johnson & Company introduced a new product to the medical profession under the brand name Metrecal. It was developed to provide physicians with a new technique for use in judicious weight reduction of overweight patients.

We wish to stress the importance of the physician in problems of weight loss and control. This is particularly the case for individuals who are tremendously overweight, patients with disease of the kidneys, and patients with various forms of heart and blood vessel disease.

In view of the broad public and medical interest in weight control, many persons have learned of Metrecal by word-of-mouth; hence, this factual statement.

What is Metrecal?

Metrecal, when properly used, is an effective agent for weight loss and control.

Metrecal is a complete food available in two forms: a powder which is mixed with water; and a liquid, ready to use. Metrecal is designed to provide a low calorie diet which contains all basic nutrients required by a person on a reducing program. Metrecal contains no drugs.

Metrecal can be used as the total diet for the period required to achieve the weight loss which is best for the individual. Thereafter, it can be used for one or two meals a day, or as the total diet on selected days to maintain desired weight.

In other words, the concept is measured calories according to the needs of the individual.

What does Metrecal do?

Overweight persons are able to lose weight through the use of Metrecal simply because they take in fewer calories than are required to maintain weight. In this manner they lose weight naturally, without resorting to fad diets, complex schedules, or artificial appetite depressants. And users of Metrecal are remarkably free from hunger—the appetite is satisfied normally.

What Metrecal cannot do

Metrecal is not a miracle cure for overweight. It cannot provide the will power required for weight reduction. It has to be used properly. It is imperative that the person who desires to lose weight stay on the diet of Metrecal. This is not difficult since little, if any, hunger occurs after a day or two.

Medical evidence of effectiveness

Extensive clinical studies, conducted under medical supervision, have shown an average weight loss by Metrecal users of approximately one-half pound per day for periods up to six weeks. Some lose even more.

Most patients in the studies report little, if any, hunger. Many report that they feel better

than before. Almost all find it relatively easy to continue on Metrecal.

What is in Metrecal?

A frequently specified day's supply is one-half pound of Metrecal powder mixed with water or four eight-ounce cans of Metrecal liquid. This provides 900 calories or energy units, 70 grams protein, 110 grams carbohydrate, 20 grams fat and all essential vitamins and minerals in quantities that meet or exceed minimum daily requirements established by the Food and Drug Administration.

In addition to the half-pound can, Metrecal powder is now available in the 3½-pound economy-size can. The new Metrecal liquid is packaged in eight-ounce cans—each provides a convenient individual meal.

How to undertake a reducing program

Your physician is the best source of counsel and guidance in problems of weight loss and control.

*Metrecal is Mead Johnson & Company's brand of dietary for weight control.



Mead Johnson
Symbol of service in medicine

SPORTS

The Sight a Mother Could Not Watch

TO SEE WHY, TURN PAGE

Printed material



PEGGY BANE, Junior, Aiken High School, Aiken, S. C., says: "I used to envy girls who never seemed to have skin trouble. Then one day, a girl with a really nice complexion confided that she had had pimples, too. She told me about Clearasil and now for the first time in months, my face is clear!" *Peggy Bane*

SCIENTIFIC CLEARASIL MEDICATION

'STARVES' PIMPLES

SKIN-COLORED, Hides pimples while it works
CLEARASIL is the new-type medication especially for pimples. It gives you the effective medications prescribed by leading Skin Specialists, and clinical tests prove it really works.

HOW CLEARASIL WORKS FAST



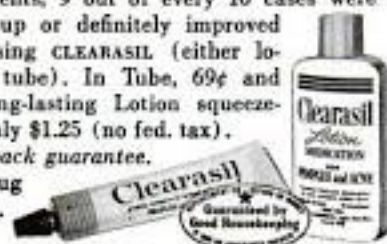
1. **Penetrates pimples.** "Keratolytic" action softens, dissolves affected skin tissue so medications can penetrate. Encourages quick growth of healthy, smooth skin!
2. **Stops bacteria.** Antiseptic action stops growth of the bacteria that can cause and spread pimples... helps prevent further pimple outbreaks!
3. **'Starves' pimples.** Oil-absorbing action 'starves' pimples... dries up, helps remove excess oil that 'feeds' pimples... works fast to clear pimples!

'Floats' Out Blackheads. CLEARASIL softens and loosens blackheads so they float out with normal washing.

Proved by Skin Specialists! In tests on over 300 patients, 9 out of every 10 cases were cleared up or definitely improved while using CLEARASIL (either lotion or tube). In Tube, 69¢ and 98¢. Long-lasting Lotion squeeze-bottle only \$1.25 (no fed. tax).

Money-back guarantee.

At all drug counters.



LARGEST-SELLING BECAUSE IT REALLY WORKS

Stops Bad Breath INTERNALLY!



You Simply Can't Offend ENNDS Put an End to Odor in Seconds!

For quick, safe, sure, 'round-the-clock freedom from odors of strong food, alcoholic beverages, smoking, etc., take wonder-working, pleasant-tasting "ENNDS" Tablets containing the miracle extract, Daratol®.

"ENNDS" act internally where sprays, mouthwashes, toothpastes simply can't reach. Can't upset the stomach. Trial size at Drug counters only 54¢.

"ENNDS"



BOBBY DODD SR. GIVES GEORGIA TECH DIRECTION FROM THE SIDELINES AS BOBBY JR. LEADS FLORIDA BLOCKERS

Her husband's team was playing her son's

At times it was more than Mrs. Bobby Dodd could stand as she sat in the stadium in a dilemma of divided loyalty. Across Florida Field, in Gainesville, her husband was coaching his Georgia Tech squad against a tough underdog Florida team. On the field Tech's troublesome rivals were being expertly deployed by an 18-year-old sophomore quarterback named Bobby Dodd Jr.—her only son.

Bobby had thought of going to Georgia Tech but took his father's advice and went elsewhere. Before

the game Mrs. Dodd hoped that Bobby Jr. would have a good day but that Tech would win. But once the game started, a mother's love overcame a wife's devotion. When Tech scored first she gazed at her son and said, "Poor baby." When he fumbled, she hid behind her daughter (preceding page). Then baby turned her grief to pride. With four minutes to play he passed for 32 yards and set up Florida's winning touchdown. After the game Mrs. Dodd kissed her husband and son and went off to have a good cry.



DIVIDED LOYALTIES twist Mrs. Dodd's face while she watches her husband's team lose the ball on a fumble

to her son's team. Bobby Jr. is second-string quarterback for U. of Florida but played a good part of the game.



NEW FROM WESTERN ELECTRIC—THE PRINCESS PHONE

Fresh as a daisy and just as pretty, the new Princess telephone gives you king-sized service in a small, compact unit.

Producing attractive new phones for you is an important role of Western Electric in the Bell System. You see and feel these phones. But equally important is the new, long-lasting, behind-the-scenes telephone equipment that you don't see or feel — but do use.

This equipment, too, is made by Western Electric to help get your call across town or across the country.

And we're constantly improving this equipment to help you enjoy the world's finest telephone service at the lowest possible price.

Western Electric



Western Electric manufacturing and supply unit of the Bell System



...IN ONE BASKET?

Yes, you *can* be practically a one-bottle bartender when the one bottle is Corby's. Corby's makes nearly any plain or fancy whiskey drink you can name—
and makes it in a way guests like *better*. That's because it's . . .

the smoothest whiskey this side of Canada

AMERICAN WHISKEY—A BLEND—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO., LIMITED, PEORIA, ILLINOIS

Copyrighted material

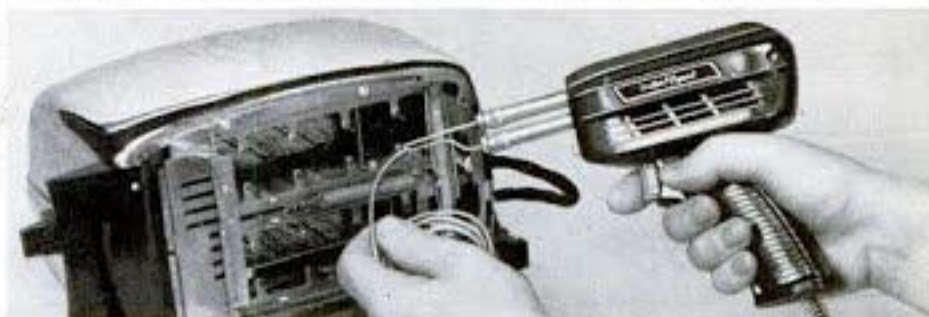


CONSOLING LOSER after game, Mrs. Dodd commiserates with her husband outside Tech dressing room. "It was a storybook finish, sure enough," she said.



HUGGING WINNER, Mrs. Dodd beams as her son comes to see her outside stadium. "I'm glad for him," she said, "but for me and daddy it's rough."

FOR APPLIANCE REPAIRS



FOR ELECTRICAL WORK



FOR MENDING METAL



FOR HOBBIES AND CRAFTS



... the tool that
makes soldering
a cinch!



Weller

DUAL HEAT SOLDERING GUN KIT

Merely pull the trigger of this Weller Dual Heat Soldering Gun—heat and spotlight come on instantly. And 2 trigger positions... 90 and 125 watts, give 2 soldering temperatures. Switch instantly to the heat best suited for the job. Long-life tip has long reach. Kit includes cleaning brush, soldering aid and solder. All Weller tools are guaranteed 1 year.

\$795
MODEL
8200K

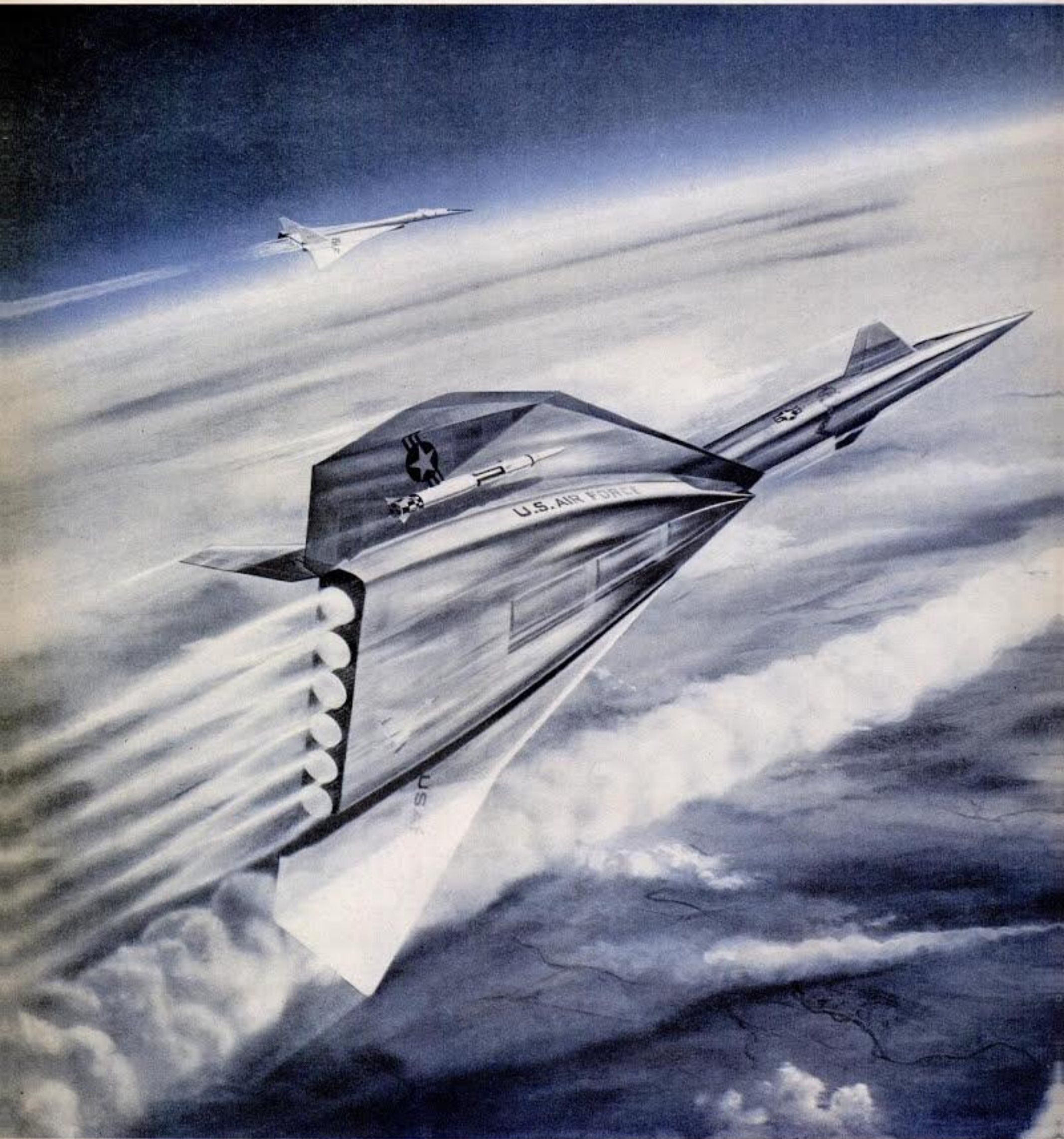


WELLER POWER SANDER
Big 25 sq. in. sanding
surface gets jobs done
fast. Goes into corners
and under
low places. **\$1348**
Model 700.

At Your Hardware or Hobby Dealer

WELLER ELECTRIC CORP.
Easton, Pa.

THE FUROR OVER



B-70 IN ACTION will be able to fire missiles at enemy targets more than 1,500 miles away. Crew

compartment of the huge six-jet bomber is set in front of its triangular delta wing, and wing tips turn

down to help plane ride its own shock wave, achieve maximum speed and range. In this B-70 formation

FANTASTIC PLANE

The big B-70 bomber will fly too fast to be caught, too high to be hit—but its critics almost downed it

Ed Rees is a military affairs correspondent in the Washington bureau of TIME. In this capacity he has watched the development of the B-70 almost from its inception. This article is from his new book about the bomber, The Manned Missile, to be published this month by Duell, Sloan & Pearce, Inc.

by ED REES

ONE day in 1962 a test pilot named Alvin White will taxi out to a runway and, opening up six mighty jet engines, take off in an enormous, dart-shaped, goose-necked airplane that may be the most controversial piece of military equipment of the decade.

If critics of this strange-looking 250-ton plane are correct, Alvin White will be engaging in a colossal exercise in futility. He will be testing a plane that in all probability will not do what it was built to do and in any case will be doing it at such high cost as to make it more of a threat to the national economy than a help to national defense.

The plane's proponents, on the other hand, see such promise in it that it is easy to understand why some people are incredulous. Advocates say the plane will travel 2,000 miles an hour, faster than the earth's rotation; that it will carry atomic explosives equivalent to a 4,000-mile trainload of TNT; that it will climb to its cruising altitude of almost 15 miles in just three minutes; that it will ultimately bring about 75-minute transcontinental travel. Most important of all, they say that for years to come this six-jet delta-wing airplane will be a deterrent to war more effective than the finest missile—so effective, in fact, that it will cost the Russians at least six times as much to try to defend themselves from it as it will cost the U.S. to produce the big airplane in the first place.

This airplane is the Air Force's B-70 bomber, and the battle over it has been raging for years, in the Pentagon, in Congress and in the Administration. At one point its development was brought almost to a halt after nearly one third of a billion dollars had been spent on it. A vigorous Air Force campaign got the project substantially restored. Present plans call for the delivery of 250 B-70s, starting in 1962. But when Alvin White, the man currently scheduled to test-fly it, gives the first B-70 the gun, he will be riding the greatest military gamble in recent peacetime history.

Right now the B-70 exists only as a flightless metal model—a full-scale mock-up tucked in the museum quiet of a Los Angeles hangar, its weight supported by guy wires, its form faintly resembling that of some enormous prehistoric bird. Hidden within this mass is a new aerodynamic concept that is intended to help bridge the gap between current aircraft and the space ships of the future. The B-70 actually evolved from what now seems to have been an almost laughably modest request for a good fast bomber. The fact that it could be made at all involved design and manufacturing breakthroughs of the most startling order.

On Oct. 14, 1954 General Curtis LeMay, then boss of the Strategic Air Command, wrote

a top-secret letter to the Pentagon laying down his requirements for an aircraft to succeed the brand-new eight-engine, 500-mph B-52 bomber. He was not being premature. "Tomorrow's weapons," the saying goes among aeronautical engineers, "must be designed yesterday."

What LeMay wanted most of all was an airplane with a range of 6,000 nautical miles. This distance, flown without any interruption

for mid-air refueling, has always been SAC's magic number, the ideal, or "intercontinental," range. A bomber with such range could fly from the northernmost U.S. base to any Soviet target, deliver its bomb load and continue on to another friendly field.

Speed was another of LeMay's requirements. But he envisioned nothing

so ambitious as the Mach 3 (three times the speed of sound) rate of the B-70. Instead, LeMay asked for a plane that would cruise at Mach .9 (about 590 mph, just under the speed of sound) for most of its range. But there was a catch: it must also have the ability to go much faster for about 1,000 miles as it flew over enemy territory. LeMay considered that 1,100 mph would be adequate for this "supersonic dash."

Engineers and designers were taken aback at LeMay's conditions. They thought the dual-speed requirement was too ambitious. All previous experience indicated that a plane works best when it is designed for a single ideal speed. The other specifications also appeared impossible to meet. Airplane design is a compromise in which the plane's total performance can be thought of as a whole pie, with the various individual requirements—speed, range, payload—as its slices. The larger one slice is, the smaller the others. For example, a bomber usually has a big slice for range but a relatively small slice for speed. LeMay was asking for an airplane where all the slices were huge.

Two futuristic models

TWO big aircraft manufacturers, Boeing and North American, entered the design competition, and in six months both came up with proposals. The designs, quite similar to each other, looked more like futuristic cartoons than serious aircraft proposals. Each showed a plane with weird floating wing panels and a total weight of nearly one million pounds. General LeMay was not pleased with what he saw. "This is not an airplane," he snarled past his cigar; "it's a



PILOT WHITE



the bomber at right can be seen faintly reflected in the stainless steel underbody of center plane.



Simca: goblin's choice Simca has thirty percent more glass area than the average economy import, which means a lot to goblins on Halloween. The rest of the year, it means a lot to people. For example, it means safety; you can see everything that's going on around you—instantly. And just as the Simca has more glass, it also has more engine (50 horsepower). More room inside (plenty for five). And more trunk space (almost 8 cubic feet). In fact, Simca is bigger in almost every department — except price.

FACTS: Safety-engineered UniGuard body, over-size brakes. Front-mounted 50 hp engine (uses regular gas), four-speed transmission, steering column shift, 12 volt ignition. 7.8 cubic foot trunk. **STANDARD EQUIPMENT:** Turn signals. Windshield washers and electric wipers. Interior light. Automatic choke. Deluxe interiors, foam rubber seats. **SERVICE AND PARTS:** Through Chrysler and MoPar. **DEALERS:** Throughout the United States and Canada. Find out today how easy Simca is to own, how economical to operate. Low down payment, easy terms. Overseas delivery, too.

SIMCA
IMPORTED BY CHRYSLER

B-70 CONTINUED

three-ship formation." The designers went glumly back to their drawing boards.

Months passed while the companies wrestled with the special problems inherent in LeMay's demands. It began to seem more and more unlikely that his huge, double-speed, long-range bomber could ever be built. Then, almost by accident, came the breakthrough.

In 1957 a North American engineer, checking through the library of high-speed engineering literature, came upon a scientific report written in 1956 by two engineers working for the National Advisory Committee on Aeronautics. These two wind-tunnel experts had prepared an esoteric paper called "Aircraft Configurations Developing High Lift-Drag Ratios at High Supersonic Speeds." Within its closely printed, formulae-cluttered pages lay the key to an airplane beyond the wildest of General LeMay's sweeping strategic dreams.

Engineers already knew that an airplane traveling at high speed creates a shock wave as it smashes against the molecules of air. The pushed-aside air, clearly visible in wind tunnel photographs, is piled up in a V-pattern similar to the bow wave made by a ship. What the two NACA engineers were suggesting was that it might be possible for a really fast airplane to take advantage of this wave and, through ingenious design of the wing and underbelly, climb right up on top of it and ride it like a surfboard. Such a plane would gain enormous extra lift without requiring an extra pound of thrust or gallon of fuel.

A supersonic bomber

North American's engineers, seizing on the dramatic possibilities of this discovery, went to work on a new design which would exceed LeMay's demands by being fully supersonic. The version of the B-70 they presented to LeMay in February 1958 still looked like a plane of the distant future. It had a 185-foot-long fuselage, twin rudders and a vast delta wing whose outer edges would fold downward at top speed. But unlike the earlier designs it was highly practical. And its top speed would be much greater than LeMay had asked for.

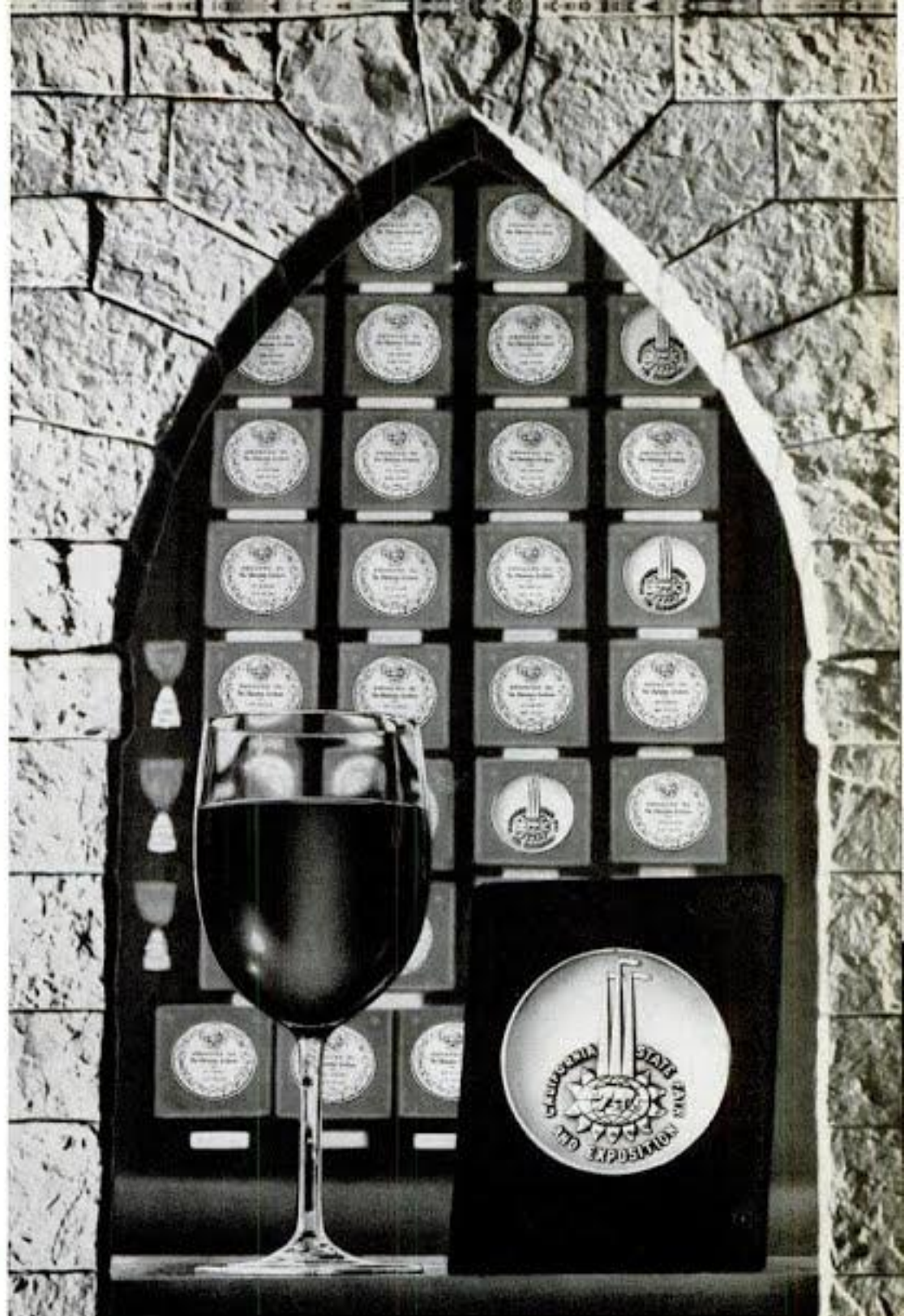
An important speed barrier had been broken. For more than 10 years designers of large aircraft had been blocked by the problems of the speed zone between Mach .75 and Mach 1.5 (490-985 mph). Flying through this zone, in which the air is broken up into a rough pattern of pressure ridges, is like racing a car down a rocky, potholed road. But beyond Mach 2, according to every slide rule, a plane would recapture much of the flight efficiency it had when the plane was subsonic and the flow of air around it was smooth. Mach 3 speed should be even better, and the B-70 would do just that. LeMay's pie was bigger all over.

Air Force approval of the new plane was enthusiastic. In late 1957 North American won the design competition and was awarded a \$300 million contract. Initial plans called for the flight of the prototype in 1962. For strategic defense during the 1965-75 period, the Air Force wanted 250 of the new planes. This would be a top priority project. Total cost: \$6.4 billion, the largest single weapon-system expenditure in U.S. military history.

The possibilities of such a plane go far beyond its ability to deliver bombs on a target,

CONTINUED

GUARDING B-70, North American employee stands watch at door leading to full-scale mock-up of plane.



Year after year, the highest awards go to the wines of **The Christian Brothers**

From 1955 to 1960, the wines of The Christian Brothers have won more awards than those of any other winery at the official California wine judgments.

LOOK at the medals in the Trophy Room of The Christian Brothers Winery.

They were awarded to the wines of The Christian Brothers at the Sacramento State Fair and the Los Angeles County Fair.

These awards hold a meaning for you. They prove you will be rewarded with consistently superb quality in The Christian Brothers Wines in bottle after bottle, year after year. And you do not have to be an expert to appreciate these magnificent wines.

There are easier ways of making wine. The Brothers chose *their* way long ago. They labor in an ancient tradition of excellence, and see no reason at all to change.



Produced and bottled by The Christian Brothers of California, makers of fine wines, sparkling wines and brandy.
Sole Distributors: Fromm and Sichel, Inc., New York, N. Y., Chicago, Ill., New Orleans, La., San Francisco, Calif.

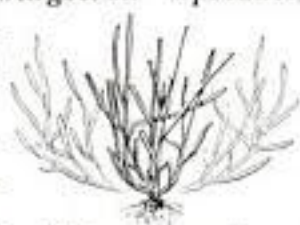
Late fall fertilizing can give you sturdier grass next spring

**Turf Builder, applied before Thanksgiving,
strengthens roots, encourages tillering***

ONLY the top growth of grass need slow and stop as year's end approaches. Root growth goes on through fall and winter, except when the ground is actually frozen.

A final late season application of *controlled release* Turf Builder provides steady development of root growth, and assures sturdier grass next spring.

During the late fall, grass is also actively putting out tillers—offshoots of the main plant that thicken the turf. Turf Builder promotes tillering at the same time as it builds stronger



*Tillering is the spreading of an individual grass plant.

roots. Turf Builder is clean, dry, ready to apply. Simply fill the Scotts Spreader, set the dial and take a walk. It takes just half an hour to feed a 5000 square foot lawn and costs less than five dollars.

If broadleaf weeds such as plantain, dandelion and buckhorn are in your lawn, use Bonus®. It combines steady feeding with effective control of these pesky perennials. Bonus holds its potency over the winter and destroys the weeds as they resume growth in the spring.



COPYRIGHT 1960, O. H. SCOTT & SONS, HARRISVILLE, OHIO

Fast relief!

FOR ACID INDIGESTION
12 TUMS
FOR HEARTBURN AND GAS

3-roll pack only
30¢

NOTHING WORKS LIKE TUMS

fast relief!
COLD SORES
LIP-AEZE
LIP SALVE
CHAPPED LIPS
FEVER BLISTERS
SUNBURNED LIPS

You have a use for
KRYLON SPRAY PAINT
No Muds! No Brush! No Fumes!
IF YOU PRIZE IT...KRYLON-IZE IT!

Johnston SWISS STYLE CREAMS

Swiss Style Milk
Assorted Creams
IN RICH MILK CHOCOLATE
Johnston
CHOCOLATE
PEPPERMINT

Each piece wrapped
Wrapper shows the flavor

For lovers of real chocolate creams, Johnston offers the finest selection: Home made Swiss Style creams dipped in real milk chocolate and Blue Ribbon creams dipped in real dark chocolate. Six flavors, each piece identified. Regular size box, \$1.00; large box, \$2.00.

JOHNSTON BISCUITS, CANDIES, CHOCOLATE — MILWAUKEE, WIS.,
HILLSIDE, N. J., SAN FRANCISCO, CALIF.

B-70 CONTINUED

though the B-70 can, indeed, carry an enormously destructive load. For example, it could drop dozens of bombs of the size and power of the A-bomb that the B-29 *Enola Gay* dropped on Hiroshima and, of course, it could carry H-bombs of far greater power. At its altitude and speed, interceptor planes and anti-aircraft missiles would have great trouble reaching it, and though the Soviets claim to have shot down Francis Gary Powers and his U-2 with rockets, it is doubtful that they would be able to reach the B-70 with missile fire. Then, too, the B-70 is capable of firing missiles of its own while still more than 1,500 miles away from the target. It could thus blaze into deadly attack without being exposed to home-based enemy fire.

It is, in fact, as a rocket carrier that the B-70 might fulfill a most interesting nonmilitary potential. Because of its speed and altitude the plane could serve as a recoverable first stage for a rocket which, igniting on release, would then go on up into space. As a launching platform for space vehicles, the B-70 could send off much bigger payloads than are currently possible with our Atlas and Titan boosters.

According to many experts the most important peacetime potential of the B-70 lies in the field of commercial aviation. Military air developments traditionally lead to major advances in civil aviation. The Boeing KC-135 tanker, developed at government expense, made possible the production of the highly successful commercial version, the 707 airliner. More and more, the cost of developing a radical new aircraft design has grown so tremendous that it must be footed at least in part by the government. For this reason, the B-70 is a vital step. No cartel of aircraft builders, not even the whole air-frame industry, could pay the entire bill for the development of a Mach 3 commercial transport.

Building the B-70 was not just a matter of following the designers' plans. To construct a plane that would operate at such speed and altitudes required practically a whole new technology. Because even such minute imperfections as fingerprints caused trouble when certain sections of metal were fused together, the workers had to wear gloves. While the entire assembly was cooling in water after this heat-fusing process, sonar beams were played over it in a search for tiny flaws. Because weight in such a supersonic giant is critical, the steel skin had to be rolled as thin as possible—down to two thousandths of an inch. This is only half as thick as the knifelike feeler gauge used to set an automobile's spark-plug gap.

One of the major engineering problems revolved around the great heat of friction that the B-70 would create as it ripped through the air at 2,000 miles an hour. Even though the temperature at its 80,000-foot operating altitude would be 60° below zero F., the temperature on the plane's skin would climb to an unbearable 500°. The prize of great speed lay in this atmospheric oven. The trick was to snatch it without burning up.

First, the engineers had to make some sort of heat-resistant exterior for the B-70 without greatly increasing the over-all weight. They struck on a unique solution. Instead of a single layer the engineers devised a three-thickness skin, consisting of a two-inch layer of honeycombed foil between two thin plates of steel. When this was all brazed together with another metal foil more heatproof than any known adhesive, the resultant sandwich was lightweight, strong and would keep the B-70 alive at its infernal cruising temperature.

But even with this insulating skin, some of the frictional heat would still get inside the B-70. What the engineers needed now was a place to dispose of this residue of heat, and they hit on the idea of using the airplane's 300,000 pounds of fuel to absorb it. Fuel is stored nearly everywhere in the great plane—throughout the wing, along the fuselage—and whatever heat got through the sandwiched layers could be fed into this cooling reservoir. Even under abnormally hot take-off conditions from a desert base with the fuel already registering 100°, it would take five hours of Mach 3 flight before fuel temperature would rise to 350° and begin to lose combustion efficiency. Any conceivable mission should be completed well before this.

Thus the B-70's flight is literally a race between time and temperature. Piloting the ship calls for a special new skill called "temperature cruise control." Maneuvers must be made with delicate precision or the heat will build up too fast. The plane cannot easily be slowed down for cooling, for at less than Mach 3 speed it loses some of the compression



REJECTED DESIGN, which was disparagingly described by a general as a "three-ship for-

lift, and its range and total performance drop off. The B-70 must live at high speed.

At North American, at the 18 major subcontracting plants taking part in the project, at literally thousands of companies contributing to the building of this enormously complex machine, work went on at top speed. Communications gear, radar, cooling equipment were built and tested. The Heavy Machining Department at North American became a show place for the new technology. Foremen in white coats supervised a tape-controlled steel cutting mill with a bed 114 feet long. Others sat in control rooms and monitored the work of automatic welding machines by closed-circuit television. As new problems came up, the most advanced industrial methods were advanced still further to take care of them. In Hangar 10 the huge mock-up began to take shape.

By October 1959 more than \$315 million had been spent on the B-70 program. It was on schedule, within cost estimates, and the equipment was meeting all performance requirements. Teams of Air Force officers had kept scrupulous and skeptical track of all progress (in one report they had demanded 761 alterations by the contractors).

If economy is possible in such an ambitious project, the B-70 development program was being handled with frugal care. Then the ax fell.

The B-70 budget request for fiscal 1961 (which began in July 1960) was sent to the Administration's Director of the Budget for approval. The Defense Department, which had already cut the Air Force request by \$100 million, was asking \$360 million for the B-70.

Budget Director Maurice Stans is the chief fiscal officer of the U.S. government, a soft-spoken, stocky man who is the military's last and highest hurdle before the President. Stans wields great power in Washington and he wields it with the sure knowledge of presidential support. The budget requests before him totaled \$41.3 billion, well above the \$40.7 billion ceiling set six months

earlier by President Eisenhower. Stans needed to make some substantial cuts somewhere to get rid of \$600 million. His staff had spent weeks trying to pare down requests here and there. What he really needed was a big single item to chop.

Many highly placed people in Washington were more than willing to see the B-70 program cut. The Navy, feeling perhaps that its projected \$300 million aircraft carrier would be built if the B-70 wasn't, argued that the U.S. had enough strategic systems planned for 1965 without the B-70. Air Force missilemen feared the manned bomber might drain future dollars from their own programs. Among civilian leaders in the Defense Department there were men who suspected that the Air Force bomber generals just wanted more bombers without reference to the real national need. The chairman of the Joint Chiefs of Staff, General Nathan Twining, an Air Force man himself, at first straddled the issue. Budget Director Stans looked at the evidence, advised the President that the whole B-70 program should be cancelled forthwith, and prepared the official cancellation orders.

'Alive and breathing'

At Air Force headquarters the Chief of Staff, General Thomas White, personally took charge of the last-minute campaign to save the B-70. The same day that Stans referred his decision to the President, White called his top advisers into an emergency meeting. "I want you people to tell me how *little* money we can get along with," White said. "What is a minimum schedule which will keep the B-70 alive and breathing?" Within moments busy pencils and slide rules came up with the answer: a single airplane—not a full-fledged bomber with all the equipment needed for combat, but a flying shell—would require \$75 million in 1961. After getting the Secretary of Defense to approve his figures, White went directly to the White House.

In the President's office White presented the case for the B-70. It would be barely possible to proceed, he said, with \$75 million. If the President followed Stans's advice to cancel the program entirely, the U.S. would halt a vital advance in aviation and write off a critical future weapon for defense. The program must go on. The President listened carefully to White. Finally, reluctantly, he agreed. The B-70 project would have its rock-bottom figure, but it would survive.



mation." was submitted in response to the first demand for a fast, long-range bomber.



REAL FREEDOM

Jockey
T-Shirts

feel better
because
they
fit better

Off with the T-shirt that binds your chest and bares your midriff! On with a comfort tailored Jockey T-shirt! Full proportioned down to its stay-tucked tail . . . with extra stitches in every inch for expansive fit. You can't wash or wear a Jockey T-shirt out of shape. Even the collar springs back to size. So for your next-of-skin comfort, feel free to insist on Jockey brand T-shirts! (Also in boys' and prep sizes.)

COOPER'S INCORPORATED • KENOSHA, WIS.



CONTINUED

one million people
learned to play a
MAGNUS
electric chord organ
in 60 seconds . . .
you can too

Yes, it's true! Thanks to a completely new method developed by Magnus . . . you will actually be playing music in 60 seconds, without lessons . . . *even though you can't read a single note.* You simply play by number . . . that's all there is to it, to produce real music, rich and mellow with both melody and chords. You can play love songs, hymns, folk songs, waltzes, jazz, popular and classics.

A Magnus Organ in your home will give you and your family countless hours of thrilling pleasure, relaxation, fun and satisfaction. You can own one for as low as \$49.95.

Ask your favorite appliance, furniture, music or department store to show you a Magnus Electric Chord Organ . . . we guarantee you can play it in just 60 seconds!

Write for FREE illustrated brochure

Magnus Organ Corporation,
Dept. L-11, 100 Naylor Avenue,
Livingston, New Jersey

World's Largest Manufacturer
of Quality Electric Chord Organs



The Magnus Prelude only \$129.95
Other Magnus Organs from \$49.95 to \$299.95



ORIGINATOR OF B-70, Air Force General Curtis LeMay, called for a superbomber, got a design that surpassed his toughest specifications.



OPPONENT OF B-70, Budget Director Maurice Stans, held that the plane was of dubious value, urged dropping it for the sake of economy.

B-70 CONTINUED

A few days later a teletype message was sent from Air Force headquarters to the North American plant in Los Angeles. In militarily phrased, laconic grief, it read:

THE B-70 PROGRAM IS REDIRECTED AS FOLLOWS: (A) CEASE ALL STUDY, DESIGN, DEVELOPMENT, FABRICATION AND TEST WORK TOWARD THE B-70 WEAPON SYSTEM IN WING STRENGTH IN ACCORDANCE WITH THE MASTER PHASING SCHEDULE; (B) PROCEED WITH DESIGN, DEVELOPMENT, FABRICATION AND TEST WORK TO PRODUCE ONE XB-70 FOR THE EARLIEST POSSIBLE FLIGHT DATE CONSISTENT WITH TENTATIVE FUNDING CEILINGS; (C) TERMINATE IMMEDIATELY ALL SUBCONTRACTS WITH IBM, MOTOROLA, WESTINGHOUSE RELATING TO BOMB/NAV, MISSILE GUIDANCE SYSTEM, MISSION AND TRAFFIC CONTROL AND DEFENSIVE SUB-SYSTEMS. . . .

With these words a project which many considered the most important in aviation history seemed to be going down the drain. The gleaming shape in Hangar 10 would grow to full size. But it might very well be the only one of a species that would be extinct before birth.

There remained one more outside chance. The Air Force had directed the B-70 cutback on the assumption that Congress, especially economy-minded in an election year, would follow the President's recommendations. But the shooting down of Francis Gary Powers over Sverdlovsk on May 1 violently altered the circumstances. With the abrupt tightening of world tension and the growing truculence of the Soviet Union, the Defense Department and Congress began a close reexamination of U.S. strategic needs and requirements.

The case of the B-70 was reopened. The main argument against further development, aside from the belief that it would cost just too much money, was that manned bombers would be obsolete in the age of missiles. Did it make sense, the holders of this view asked, to invest \$6.4 billion over a decade on a weapon inferior to others we were already building? Speaking before Lyndon Johnson's Senate Preparedness Subcommittee, Secretary of Defense Thomas Gates said, "The B-70 is a very difficult decision. . . . It is a very expensive system and was not scheduled to become operational until 1965. . . . At this time it would be in competition with the Titan, Atlas, Minuteman and Polaris systems." Gates's point was that intercontinental ballistic missiles remove the need for all other strategic weapons. Their great speed, the fact that they are enormously difficult to detect, harder to stop and can deliver tremendously powerful bomb loads with great accuracy to any point on the globe, provide arguments that are almost irresistible. What can the B-70 do that these weapons can't?

The B-70 group had some solid answers. The intercontinental missile is indeed the essential weapon for many large targets, they said. It is also the best saturation weapon against heavily defended areas. But where precise marksmanship is required, because an installation is hidden or "hardened" so that the bomb burst must be placed virtually on top of it, the missile is not nearly so dependable as the airplane. The missile cannot be used against targets where precise geographic information is lacking. Its guidance computer cannot operate, as a pilot can, on the information that the target, for example, is "somewhere near" this bend of the river or just beyond that mountain.

Much of the pro-B-70 testimony revolved around the question of whether or not the plane would be able to penetrate Soviet defenses in the late 1960s and into the '70s. Intelligence forecasts indicate that in this period the Russians will have many Mach 2.5 fighters with the ability to climb to 70,000 feet. Their own reliance on

Washery Rhymes

*When baby
starts to scream,
And Junior
wants a drink,
The kettle's
boiling over,
Dirty dishes
in the sink,
You're yet
to do the laundry,
And your washer's
on the blink...*

Think about Econ-o-wash

SELF-SERVICE COIN LAUNDRIES

* THINGS TO THINK ABOUT: At ECON-O-WASH coin laundries you do all your wash at once. top-loading washers * wrinkle-free drying * rain-soft water * open 24 hours a day.



Wash
natural beauty
back into

your complexion!

- ◆ Woodbury's exclusive ingredient...a beauty lotion concentrate... helps hold in your skin's own moisture to prevent dryness!
- ◆ Creamier lather leaves complexion radiantly clean!
- ◆ Gentle antiseptic action helps combat blemishes!
- ◆ Get Woodbury beauty bar today in money-saving pack!

Woodbury — for the skin you love to touch



Dream Pink
or
Spray Green



WOODBURY

Copyrighted material



Service that gets to the bottom of things!

He's tops with the entire family for he's as cordial as he's competent! Your General Motors Dealer is best qualified to service your GM car or truck because he knows it best. His exclusive Guardian Maintenance assures you that the work is done right—at a fair price. His *factory-trained* servicemen are assigned full-time until your job is completed without interruption. His ample inventory of *genuine* parts means that the right replacements are available without delay. His *modern* equipment is vital to the analyses and adjustment of today's finely-engineered,

high-performance cars. So, for quality service for your GM car or truck take it to your quality General Motors Dealer for Guardian Maintenance, TODAY!

FEATURED FALL SERVICES

COMPLETE QUALITY LUBRICATION: Plus "Ready-for-Winter" check • **COOLING SYSTEM CHANGE-OVER:** Anti-freeze to protect from weather and anti-rust to protect from corrosion • **QUALITY ENGINE TUNE-UP:** Faster starts, better mileage, improved performance • **ROTATE TIRES—BALANCE WHEELS:** Smoother ride and longer life.

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • GMC

**Guardian
Maintenance**

BEST KIND OF CARE FOR THE BEST CARS AND TRUCKS!

Copyrighted material

missile development, however, is apparently keeping them from building aircraft which will go as fast and high as the B-70. Even if enemy fighters could reach it, the B-70's exposure time on a bombing run is fantastically short. A B-70 spotted off Leningrad is eight minutes from its target 386 miles away in Moscow. By the time the Soviet defense forces have identified and tracked it and dispatched missile-carrying fighters to knock it down, the U.S. bomber probably would be in danger of attack for less than two minutes.

"I am convinced," General Nathan Twining told the House, "we will have bombers all the way through this period we are talking about—1967, 1968 and maybe beyond. The B-52 will be on the way out, but the bomber will still be a useful weapon system in the inventory, regardless of how good the ICBM may get. We would be much better off with a more advanced plane like the B-70."

One other argument was presented for the Mach 3 high-altitude bomber. As the U-2 program proved, the Soviets have not had the ability to knock down aircraft passing through their air space at great heights. The U-2 made many flights as high as 70,000 feet before Powers was downed, and U.S. officials still do not believe that Soviet fire did it. The Russians, moreover, have an obsessive fear of such penetration and would presumably try to defend against it. Experts of the Strategic Air Command recently made a detailed operational analysis of the amount a Mach 3 air defense would cost the Russians and reported their findings to Congress. The cost to the U.S.S.R. would be \$40 billion, a spectacularly good trade-off against the \$6.4 billion it would cost the U.S. for 250 B-70s. And it would still not give them an iron-clad defense.

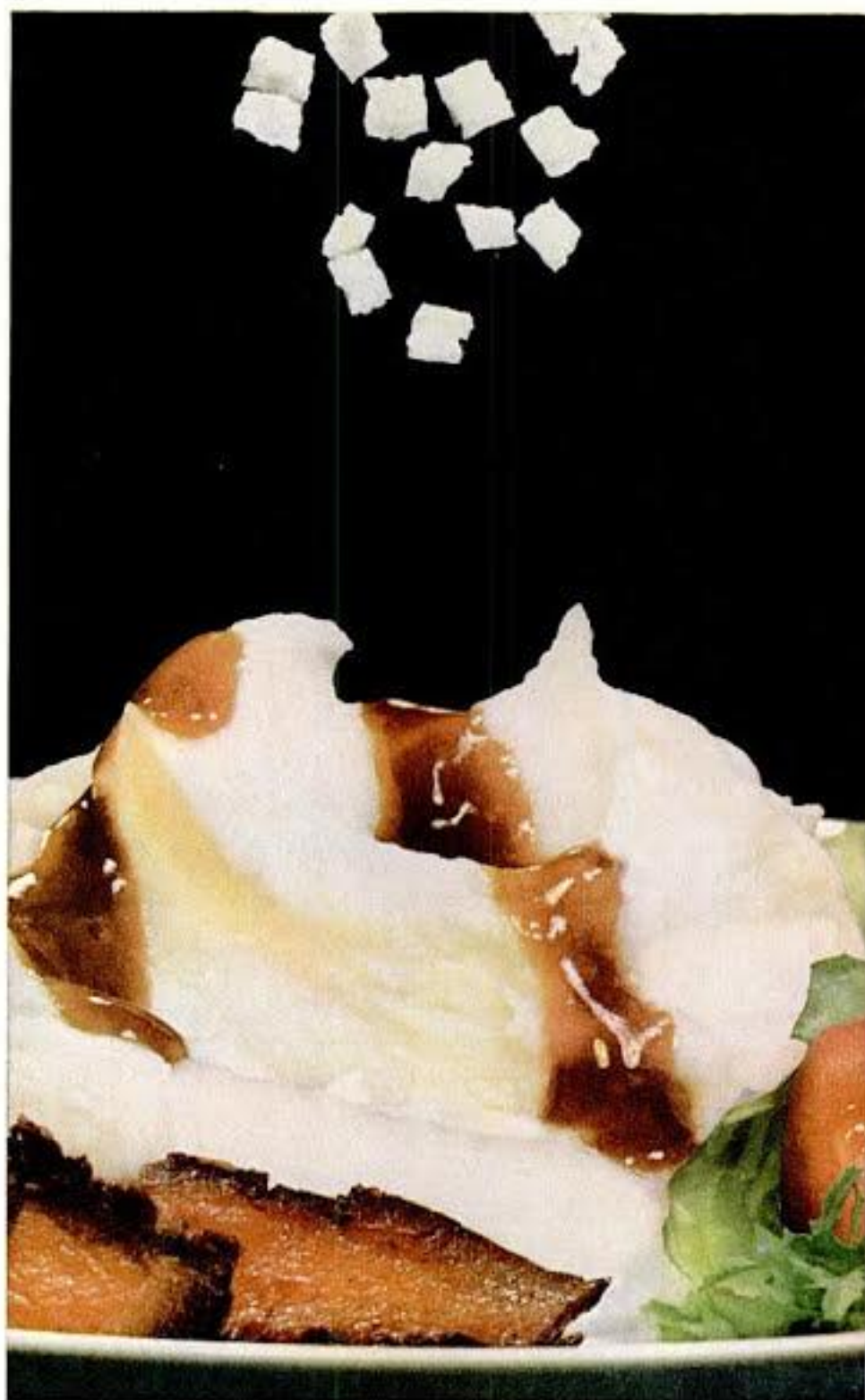
Senator Lyndon Johnson's committee was impressed with the case for the B-70. Last July it recommended that appropriations for the airplane be brought back up to the amount originally requested by the Department of Defense. In the appropriations bill finally passed by both Houses of Congress and signed by the President, the B-70 program got an additional \$190 million.

Though the \$259 million total was still considerably less than the Air Force felt was ideal for the project, the budget battle, which had almost threatened to destroy the B-70 entirely, turned out to be a solid victory. Under new Air Force directives the contractors are now submitting fresh schedules and estimates, and most of the work on the program will shortly be under way again. By paring from other projects it is even possible that the Air Force could scrape together another \$100 million to throw into the B-70. In all the shuffle the program has fallen somewhat behind, but Test Pilot Al White will fly his prototype in 1962, and there is the strong hope that the first combat-ready B-70s will be on the line in 1965.

Thus, after all the wrangling and uncertainty, it now seems likely that within five years the U.S. will boast the world's fastest, hardest-punching operational aircraft—perhaps the last piloted bomber in military history.



IN ESCAPE CAPSULE North American Test Pilot Al White tests special B-70 ejection device which makes bailing out safe at supersonic speed.



Only Borden's Instant Whipped Potatoes are made with **flavor-flakes** ... In seconds they become whipped potatoes so delicious you can't tell them from homemade ... Borden's exclusive **flavor-flake** process keeps delicate flavor cells unbroken—gives you *all* the fresh potato taste. Try Borden's very special flavor tonight!



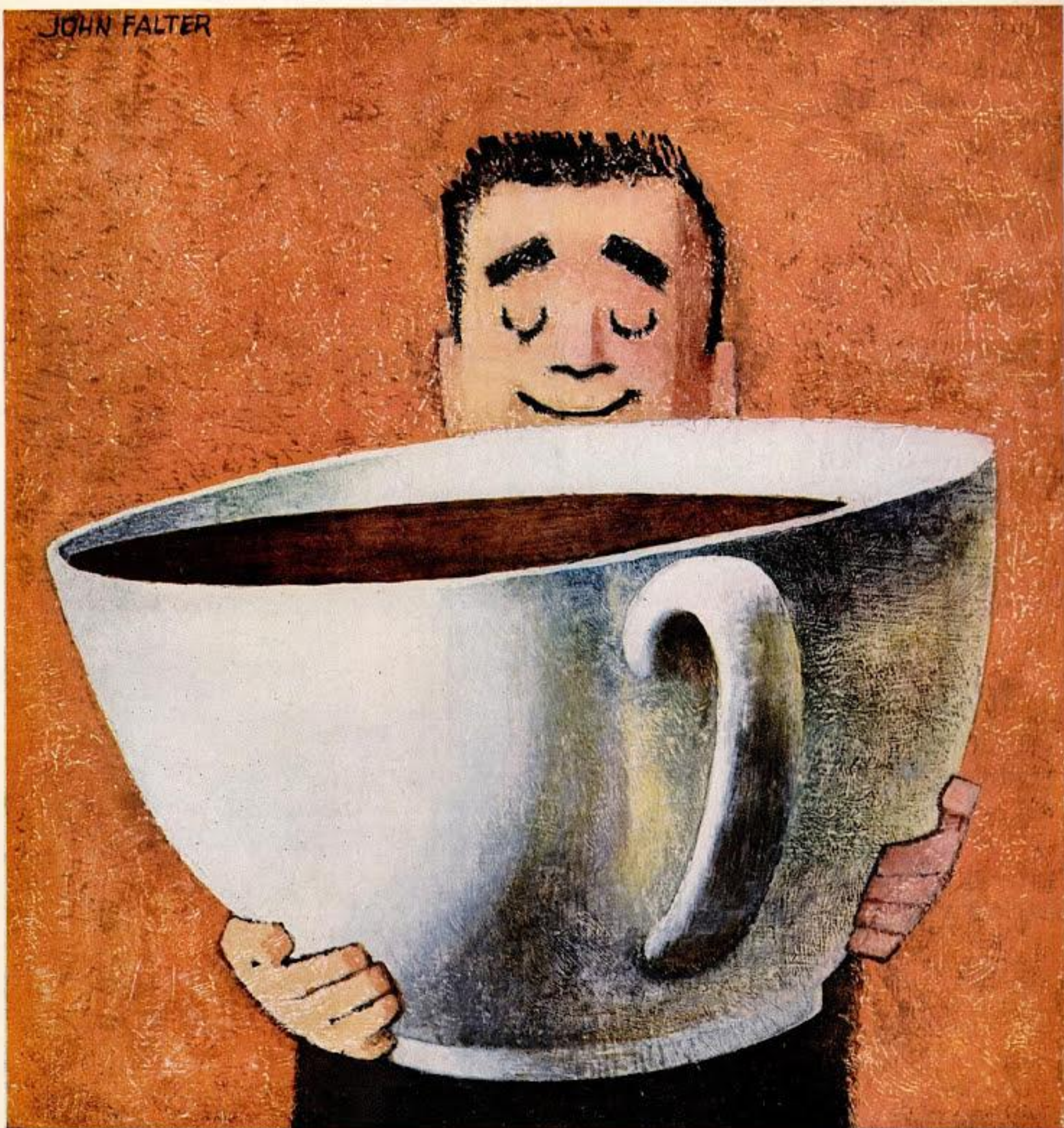
Look for the new 16-serving size.



© THE BORDEN CO.

BORDEN'S VERY BIG ON FLAVOR

JOHN FALTER



INDULGE YOURSELF...

Get all the best of the coffee bean
—aroma, flavor, but not caffeine!

NEW AROMA-ROAST SANKA COFFEE



Still 97%
Caffeine-Free

Copyrighted material



DELIGHTED DARBY thanks an adult guest who has complimented her on her green velveteen dress. She wears a rose-point lace chapel cap on her head.

Darby's Day at Sister's Wedding

The bride's little sister was a busy and charming member of the wedding. As junior maid of honor, Darby Collins, 10-year-old daughter of Florida's Governor LeRoy Collins, was a lady in the gracious southern tradition as she helped marry off her sister Jane to John Aurell in Tallahassee.

Before the ceremony Darby lost the wedding ring but found it and insisted on carrying it to the church. "It is my responsibility," she said. At the reception for 1,100 guests in the Tallahassee governor's mansion, she attracted her own circle of admirers, both young and old, and when it came time to catch the bride's bouquet, she even marshaled the other bridesmaids to their proper stations. Darby was used to big public functions. She and her two pretty sisters have attended governors' conferences and also were at the Democratic convention, where their father was chairman. At the wedding, people remarked on her gaiety and asked why she seemed so pleased. "I am very happy," she replied, assuming her full responsibility had been fulfilled, "to see my big sister married."

ALERT ATTENDANT, Darby looks down receiving line, more interested in who is coming than her sister, bridegroom or bridesmaid Mrs. LeRoy Collins Jr.



CONTINUED

ed material



LIFTING CUPS, Darby and good friend, Cornelia Williamson, sample the nonalcoholic fruit punch.



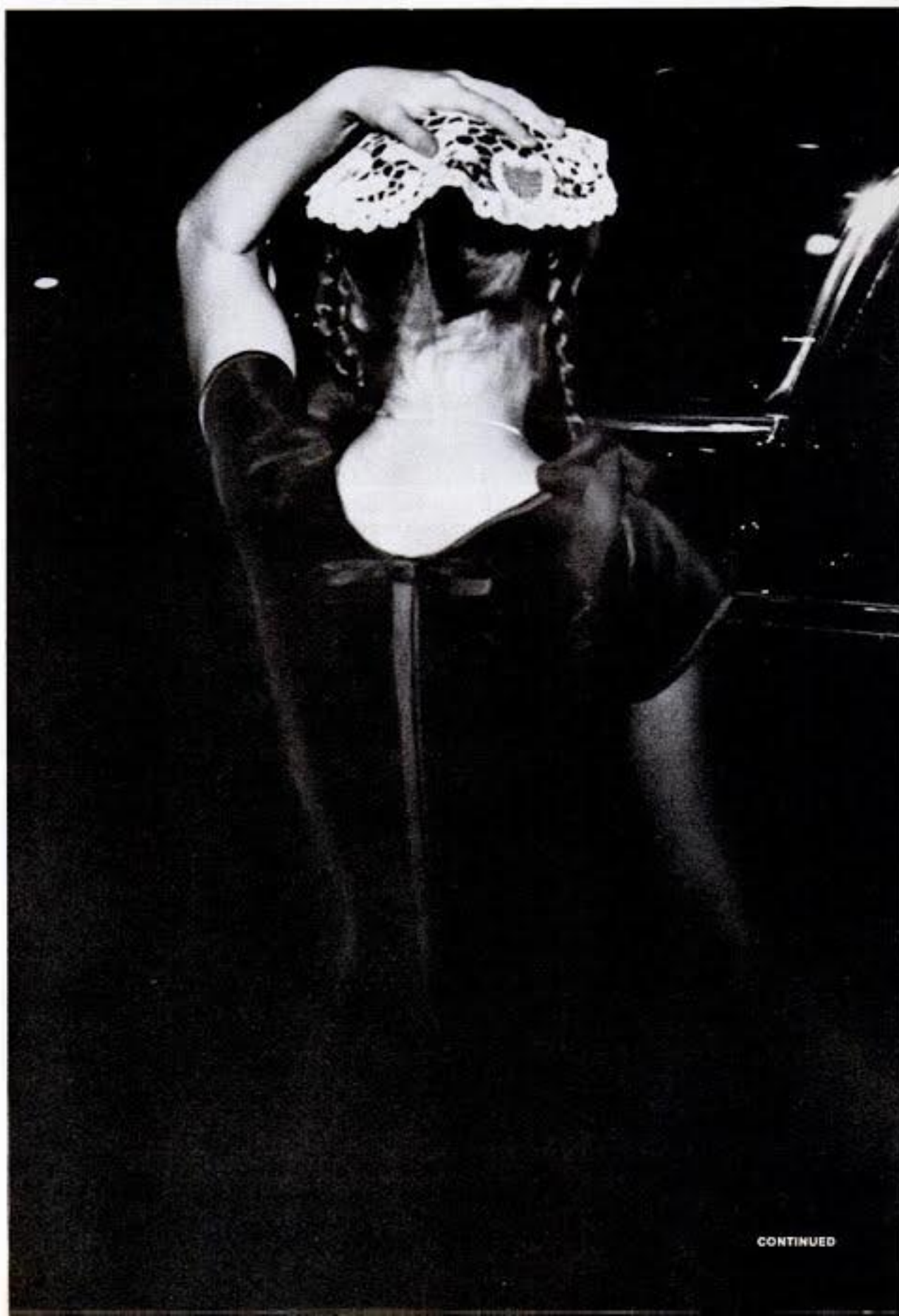
GETTING RICE READY, Darby and her friends arrange the packages. They passed them to guests.

HOLDING ON TO HER HAT at the end of a big day, Darby watches couple drive off on honeymoon. →



BEAMING COUPLE look out from limousine as they leave church. June, 22, is Governor Collins'

oldest daughter. John, 25, works for government in Washington. The couple will live in Arlington, Va.



don't be a VIDIOT*



*VIDIOT: A person who pays the NEW price for a REBUILT TV picture tube replacement.

There are two kinds of TV picture tube replacements on the market. They may look alike . . . but they're not alike. Some are New . . . others, rebuilt. So, when you pay the New Price, don't be a Vidiot! Be sure you get an All-New tube. Look for the All-New Warranty Tag.

When it comes time to replace your present TV picture tube, be sure you get what you pay for!

Last year, 79% of the people interviewed by National Family Opinion said they had installed a New replacement tube in their TV set. Yet, sales figures show only 20% of replacement tubes sold actually were All-New!

There are *two* kinds of tube replacements. Some are New—others rebuilt. If the tube is New, its Warranty tag will say so. If the tube is rebuilt, the tag may, or may *not* say so. Don't be a

Vidiot! When you buy, follow these rules:

1. Decide whether you want to replace your present tube with an All-New tube or a rebuilt one.
2. Make sure your television dealer carries All-New picture tube replacements.
3. Compare the price of All-New tubes to rebuilt ones.
4. If you decide to buy the All-New tube, *first* check its Warranty tag. If it doesn't say the tube's All-New, chances are it's rebuilt.

This advertising message is presented by Kimble Glass Company, maker of scientific and electronic glass products, a subsidiary of Owens-Illinois, Toledo 1, Ohio.
© 1960, Owens-Illinois





NOT MISSING ANYTHING, Darby crawls under Jane's skirt to watch her other sister, Mary Call, attach the wedding garter. Mrs. Collins holds up dress

as maid and two bridesmaids help. When the bride next put on a pearl necklace, a family heirloom, Darby said that she wanted to borrow it when she married.



Sure satisfaction has won for 7 Crown
a record vote of confidence...has led
a nation to **say Seagram's and be Sure**

Remember how great cigarettes used to taste?
LUCKIES STILL DO



TOBACCO
AND TASTE
TOO FINE
TO FILTER

CLASS A
CIGARETTES

**LUCKY
STRIKE**

"IT'S TOASTED"

CIGARETTES

CHANGE TO LUCKIES

and get some taste for a change!

© A. T. Co.

Product of *The American Tobacco Company* — "Tobacco is our middle name"

Copyrighted material